

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

12 West 31st Street, New York City

VOL. LXXXIV

NEW YORK, JULY 10, 1913

No. 2

The American Newspaper Annual and Directory

INDIANAPOLIS

JUL 11 1913

LIBRARY

is the only complete record of births, deaths and marriages in the publishing field compiled from original sources.

All that we learn in its making is available to the clients of this house.

N. W. AYER & SON

Philadelphia

New York

Boston

Chicago

"Too Hot to Work: Gone to Ball Game"

Of course the sign on the door doesn't read that way: it says something about "return at 5 o'clock."

The point is that this is the let up season—except for the farmer.

The hotter it comes the better he likes it. He can fairly *see* his crops, his *money* grow over night.

While the rest of us are cussing the hot weather, he is counting his profits.

No, this is not a plea for summer advertising to the farmer. It depends on your goods whether summer is the time or not.

But after July and August come September and October with millions of new wealth for the farmer and plenty of time to spend it.

Think it over.

Also think over the fact that farming is a profession and the farmer a

clear thinking, hard-headed man.

As such, which does your judgment tell you he reads most closely—a farm paper discussing *general* conditions or one dealing directly with his problems.

Standard Farm Papers are sectional or class mediums edited for a given branch of farming or a given section.



TRADE MARK OF QUALITY

Standard Farm Papers

are	The Breeder's Gazette
	Hoard's Dairyman
Farm	Wallaces' Farmer
	Kansas Farmer
Papers	The Wisconsin Agriculturist
	Indiana Farmer
of	California Country Journal,
	San Francisco, Cal.
Known	The Farmer, St. Paul
	Oklahoma Farm Journal
Value	The Ohio Farmer
	The Michigan Farmer

Wallace C. Richardson, Inc.,
Eastern Representatives,
41 Park Row, New York City.

Geo. W. Herbert, Inc.,
Western Representatives,
119 W. Madison St.,
(Advertising Bldg.), Chicago.

INDIANAPOLIS

JUL 1913

PRINTERS' INK

PUBLIC LIBRARY

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ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

VOL. LXXXIV

NEW YORK, JULY 10, 1913

No. 2

How to Start a Chain of Manufacturers' Stores

By R. A. Bruce

General Manager of the Beck Shoe Company, New York, and for Eight Years Assistant General Manager of the Regal Shoe Company, Boston.

OF course, I am an enthusiast on the subject of manufacturers' chain stores, having been brought up in a chain, so to speak; but when I am approached as I have been more than once, by representatives of a number of non-competing manufacturers who want to establish retail outlets for their goods, I am inclined to tell them to take a good, long breath and think it over some more.

It looks simple—indeed it does—to organize a corporation for the purpose of managing a chain of stores, with the manufacturers, whose goods are to be handled, as stockholders. After that, all that is necessary to be done is to hire a thoroughly competent man to run the corporation—rent the stores, hire the managers, train the help, etc., etc.—and the manufacturers can sit back and enjoy themselves. Why the jobbing profit alone on a combination of manufacturers' lines would be sufficient to pay the salaries of a mighty high-grade organization, leaving the manufacturer's profit and the retailer's profit as a margin.

That certainly looks great, on paper, but the moment it is put into practice the first snag heaves into sight. That "thoroughly competent man" who is going to be hired to run the corporation is a hard one to find. He has got to be a really *big* man. If he isn't big enough he can't succeed, and if he is big enough the chances are that he has already got a

good retail business of his own. In the first instance you don't want him, and in the second you can't pry him loose.

That is the big trouble which has resulted in so much "government by committee" in manufacturers' chain stores. The men who are big enough to trust implicitly with the management are already running retail chains of their own, and the men who are available are too small to be left without supervision. Government by committee is just as wasteful of time and energy and money in a chain of stores as it is anywhere else, and the lack of flexibility, which is one of the chain store's greatest handicaps, is due principally to that very thing. When every order has to be O. K'd by half a dozen people, opportunities for quick sales moves go glimmering.

RETAILERS' CHAINS AND MANUFACTURERS' CHAINS

Right here is a good place to distinguish between the retailers' chain of stores, and the manufacturers' chain. The United Cigar Stores Company is an example of the first, and the Regal Shoe Company is a leading type of the second. The retailers' chain starts with a successful *store*, or group of stores, and makes its contracts with manufacturers from the retail standpoint. The manufacturers' chain starts with a *factory* or a group of factories. The retailers' chain may later come to

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control factories, and to hire men to run them. The manufacturers' chain is compelled at the start to hire somebody to run its retail stores, and that somebody is a good deal harder to get, because the man who can successfully run a retail store is likely to have a store of his own. The man who can superintend a factory is not nearly so likely to be in the manufacturing business for himself.

That is one of the differences. Another difference is in the fact that the retailers' chain of stores starts with a *paying retail business*, while the manufacturers' chain necessitates the addition of a department which may not pay at all. In brief the man who starts a retailers' chain is already a retailer, and is only extending the business he already understands, while the man who starts a manufacturers' chain is going into a different business, of which he knows comparatively little.

It all comes back to the proposition first mentioned, that the manufacturers' chain must have first of all a man who is capable of running it, and he must be a cross between a retailer and a manufacturer. A man can run a retailers' chain without being a manufacturer because retailers have *dealt* with manufacturers for ages, but a man can't run a manufacturers' chain without being enough of a chameleon to take his hue from both. In other words he has got to be a retailer when he is dealing with his store managers, and he has got to be a manufacturer when he is dealing with his boss—which is more than likely to be a committee.

PROFIT-SHARING SYSTEM ESSENTIAL

Now, only second in importance to the securing of a good man to manage the chain is the importance of keeping him. Merely paying him a big salary will not necessarily keep him, because the bigger his salary the sooner he can save enough to start stores of his own. Every man knows, at some time or other, the itch to have his own business and to be his own boss, and to the man who is proving day in and day out that he *can*

successfully run a retail store because he is doing it, the temptation is doubly strong. The danger of losing men from the retail end is much greater than the probability of losing them from the manufacturing end, because an independent retail business is comparatively easy to start.

The only real way to keep men in the face of such a temptation is to give them a share in the business—the bigger men a stock interest and the smaller men a share in the profits earned from their own efforts. That is the fundamental reason for the profit-sharing system in manufacturers' chain stores. It isn't a thing which can be adopted or rejected according to whim; it is a practical necessity if the chain is to be successful in the long run. In a later article I expect to go into the subject of profit sharing more in detail, but I want to get on record right here at the start that a profit-sharing system of some kind is a practical necessity.

It is almost always better to start with an established store somewhere, and branch out from that. The established store will have more or less good will in the community, which will help, I assure you, and if it is possible to hire the old manager of the store to stay on he can very likely be trained into a better sales manager than a green man could be. Two or three stores—maybe half a dozen if they are not widely separated—can be managed from the field, and when the chain grows larger the manager can be shifted to the home office after having trained his store managers. Eventually district managers will probably be needed, to keep in the field all of the time, and these can most profitably be trained up in the same fashion from managers of single stores.

A problem which will have to be solved at the start of any plans for chain store distribution is the problem of keeping it in tune with the distribution of the goods already in effect. In other words, if the goods are already on sale by dealers, or canvassers, or by mail, it must be taken into ac-

The Advertising Value of Mutual Interests—

Women look to The Butterick Trio (*The Delineator*, *The Designer*, *The Woman's Magazine*) every month for practical help, information, advice, authoritative fashion service and instruction for every department of home-life.

Merchants know that as a result of what these magazines publish a vast army of purchasers visit their stores.

The manufacturers who advertise their products in The Butterick Trio get the benefit of their combined consumer-and-dealer influence.

The great value of The Butterick Trio (*The Delineator*, *The Designer*, *The Woman's Magazine*) as an advertising medium lies in the mutual interests of the women who read them, the merchants with whom these women deal and the manufacturers whose sales-stories appear in them.

As a manufacturer you are offered not only an active purchasing circulation in The Butterick Trio. You are offered an opportunity to include your message with information that is eagerly sought and acted upon by women in the most substantial homes in America. October forms close August 5th,

The Butterick Trio

**Average Monthly Net
Guaranteed Circulation 1,400,000**

James A. Townsend,
Western Adv. Mgr.,
1st National Bank Building,
Chicago, Ill.

W. C. McMillan,
Eastern Adv. Mgr.,
Butterick Building,
New York.

count in all its aspects before the chain store policy is decided upon. You cannot put a chain store around the corner from a dealer who handles the goods and expect to keep his trade if you undersell him. Neither can you expect a chain store system to succeed if your own mail-order department is flooding the same territory with bids for the business at prices "cheaper than any dealer."

Now the question of running two systems of distribution side by side depends for its answer, first of all, upon the character of the goods. Huyler's can run its own candy store on Forty-second street and maintain an agency on the next block, while the Regal Shoe Company could do nothing of the sort. The reason is because a person buys candy wherever he happens to be, and the Huyler's store doesn't pull any appreciable trade away from the Huyler's agent. Few people will walk an extra block for the sake of buying a particular kind of candy, or to buy it in a particular place or of a particular sales person. But in the case of shoes the opposite is the case. The element of personal service enters into a purchase of shoes, as well as the desire to compare values. The Regal store would pull so much trade away from any nearby dealer who might carry Regal shoes, that it is quite useless to attempt to maintain the two systems.

In fact, for chain-store purposes, goods must be divided into two classes: those which are bought for mere convenience sake wherever the purchaser may happen to be, and those which are bought by a process of comparing values or personal service. The former class can be sold by chain stores without seriously disturbing existing distribution (provided, of course, that the chain stores do not compete unfairly in advertising nor in prices). The introduction of chain stores for goods of the latter class will disrupt existing trade relationships, locally at least.

Suppose, to take a concrete example, manufacturers of the following lines of goods formed a

corporation to own and operate a chain of retail stores: women's ready-to-wear suits, corsets, underwear, hosiery, shoes, gloves, waists, toilet articles, and a variety of notions. Distribution for the first three would be practically confined to the chain stores. The hosiery manufacturer might secure extra distribution through shoe stores, because there hosiery is grouped under the head of "findings" and the retailer makes the sale of a pair of shoes induce the sale of stockings.

The shoe manufacturer would be confined pretty strictly to the chain stores, and so, to a slightly less degree perhaps, would the glove manufacturer. The manufacturer of waists would be able to hang on to some of his outside distribution, the maker of toilet articles could keep still more of his, and the makers of notions—needles, thread, pins, ruchings, belts, hairpins, etc.—could probably retain a majority of the independent dealers.

Another of the advantages of starting with a single, established store and branching out gradually is apparent in connection with those manufacturers whose goods cannot be sold both by chain stores and local, independent dealers. The advent of chain stores in Worcester, Massachusetts, carrying and advertising Porosknit underwear might result in clearance sales of Porosknit by local dealers, but would not necessarily have the same effect on dealers in Springfield and Hartford. By going slowly from one city to another the new trade can be built up as the old is lost.

In a later article I am planning to discuss what I believe to be the greatest drawback to any chain store system yet devised: lack of flexibility. I can illustrate it with some facts and figures from my experience with the Regal Shoe Company, and more recently with the Beck chain of shoe stores in New York. It is highly significant in this connection, that the Regal company is advertising right now (the last week in June) any pair of oxfords in the company's stores at a dollar off the regular price.

The Highest Priced Solicitor in America

Gets nearly as much money *each month*
as a certain well advertised copy man
gets in *twelve* long months.

He's powerful—good to look upon—and
is brim full of enthusiasm through
everyone of his seventy-two pages.
His name is METROPOLITAN
T. L. M. I. A.*

The Metropolitan Magazine is its own best
solicitor. Much money and ability have
been given to it so that it can tell its *own*
story *convincingly*.

If you're a man who should be interviewed
by this hypnotic salesman—and he
has not been calling on you regularly
—write me. I'm his manager.

 Mitchell Thorson

432 Fourth Avenue
New York

***The Livest Magazine in America.**

The Use of Trade Names That Have Become Common Nouns

By E. S. Rogers

Of the Chicago Bar, Lecturer at the University of Michigan

[EDITORIAL NOTE:—Not a few words have been coined as trade names, and have, through the force of advertising and their own merit, been adopted into common speech. Examples are tabloid, celluloid, vaseline, pianola, etc. What rights have manufacturers who have devised these names and what are the rights of others in their use? Mr. Rogers explains the matter in the following interesting article.]

I WAS interested in the correspondence in a recent issue of *PRINTERS' INK*, where attention was called to the fact that certain distinctive trade-mark names are included in dictionaries as nouns.

I also have read comment of the editor of *PRINTERS' INK*, in which he says that it would be interesting to see how much of an argument could be made in an unfair competition suit on the ground that a trade name in a dictionary made it common property.

As a matter of fact this argument has very frequently been made, and the defense suggested has often been interposed. A recent and rather striking example was the attempt to divorce the word "tabloid" from Burroughs Wellcome & Co., who invented it and applied it to their medicines. We hear constant references to the tabloid drama and tabloid all sorts of things. A competitor of Burroughs Wellcome & Co. thought it might advantage him to adopt this word and apply it to his own medicine, and was promptly sued. His counsel came to court armed with everything from the new "English Dictionary" to *Punch*, showing the word "tabloid" as a part of the language. The court, however, held that even if the public had seized upon the word as a convenient term of description, it was not open to a competitor of the original deviser of it to use it upon his competing goods.

I quote part of the evidence in this case, which shows the in-

genious way in which counsel tried to get one of the plaintiffs to admit himself out of court. It is also an admirable example of a duel of wits between a very clever lawyer and a very clever witness.

Here is the way the battle went between the defendant's lawyer and the prosecutor's witness on the stand:

"Who invented the word 'Tabloid'?" "I did."

"Yourself?" "Yes."

"It was never suggested to you?" "No."

"Are you certain?" "I feel perfectly certain that no one ever suggested it to me."

"Did you, or did you not, invent the word 'Tabloid'?" "I invented it."

"After it had been suggested to you?" "No."

"You had used the termination 'oid' prior to this?" "I am not certain. I invented the words 'Valoid,' and 'Soloid' and several other marks. 'Valoid' I registered at the same time as I did 'Tabloid.'"

"'Valoid' was much later?" "No, it was registered at the same time."

"What is the meaning of the word 'Tabloid'?" "The word 'Tabloid' means Burroughs Wellcome and Co.'s products."

"The word 'Tabloid' was used when first brought out to describe the actual articles themselves?"

"To describe our make, and every chemist in the kingdom knows it."

"Was it or was it not used as a word to describe the article?"

"Our make only."

"You can add that afterwards, but it was used to describe the article?" "Yes, as made by us."

"Do you tell my Lord that the word 'Tabloid' as used now means your goods?" "Yes."

Copyright, 1913, by *PRINTERS' INK PUBLISHING CO.*

Powers

Advertising

We want clients who

Have good articles of the useful sort
 Want the truth told
 Believe in their men and
 Help them to work together for the good
 of the business

For such clients we

Get down to the bottom facts of the
 business:

the article; the demand or possible
 demand for it; the selling conditions.

Co-operate with the head of the business
 and his selling-department in developing
 advertising and selling plans.

Do the advertising right and place it where
 it will be seen by the right people.

Follow up the advertising with trade work

Don't wait for us to find you.

Do the looking yourself.

Send for our literature.



John O Powers Company

119 West 25th Street New York

Advertising Agents



"To the public?" "We do not advertise to the public, but I believe the public know to-day that they are our goods."

"The word 'Tabloid' has got into the dictionaries, has it not?" "Yes."

"It was in the 'Century Dictionary,' was it not?" "Yes."

"Did you go to the 'Century Dictionary' people and in the second edition get them to alter it?"

"I went to the proprietor and editor of the 'Century Dictionary,' and they investigated the matter and reported to me that they found it only referred to the goods manufactured by Burroughs Wellcome and Company, and, therefore, in the revised edition they inserted that it was a 'trade-mark.'"

"What does a person mean when he goes in and asks for 'Tabloids'?" "He means Burroughs Wellcome and Company's products."

"Now, about 1898, you began to be a bit afraid of the spread of the word 'Tabloid,' did you not?" "No; we have always tried to spread it as widely as we could."

"I agree; but I am referring to the spread the public had, not you?" "No, we have never advertised to the public."

"What is a tabloid?" "A 'Tabloid' is a product manufactured only by Burroughs Wellcome and Company."

"I expected that. What is it in its shape?" "They have varied in shape very greatly."

"What were they then?" "I am not perfectly certain. The shape has been varied very greatly—we have many different shapes of them."

"Supposing a person comes into a chemist's shop and asks for 'Tabloids' of phosphorine?" "He can explain that there is no such thing as 'Tabloids' of phosphorine."

"Is it not true that the word 'Tabloid' is a word of everyday use now—meaning these small articles—it does not mean your goods at all?" "No. We have endeavored to make it a word of everyday use."

"The *Academy and Literature* is a fairly well-known paper. I see an article headed 'Wisdom in Tabloids'?" "Yes."

"Does that mean wisdom from Burroughs Wellcome and Company?" "We have not registered it in the class of 'Wisdom.'"

"You have registered it in the paper class?" "Yes; but the paper class is not always the wisdom class."

"Theatrical managers, realizing that this is the age of condensation, have decided on grand opera in tabloid doses?" "We have not registered it in the opera class."

"I see in *Nature*, 'Yet we may question the advantage of compressing all our information into the tabloid form.' I find again in *Punch*, 'Is it true, Mr. Wells,' we ask, 'that you are a convert to the tabloid dietary?' and so on?" "The fruits of our advertising, I should think."

* * *

"You say sometimes from great caution the 'B. W. & Co.' is added to the prescription for the 'Tabloid' by members of the profession?" "Yes."

"And have you known instances where even that precaution has not been sufficient to prevent chemists from substituting other goods for your goods?" "Yes, even when the full name of 'Burroughs Wellcome and Company' has been added."

"I think we shall hear something about that in the present case?" "We shall."

"Have you in any case, when your attention has been called to the use of the word in a manner which you considered inconsistent with your right, ever passed a case over without communicating?"

"Never to my knowledge. We have been most diligent in watching to prevent any misuse, and to have it corrected."

"Take the 'Century' first. You told my friend that you had been in communication with the editor. I think, when you found he had put it in as a word of general use. Just look at that letter and tell me if that is the letter that you got in reply?" "Yes."

Circulation Reaches Three-Quarters of a Million

Present Rates Can Be Held One Year On Reservation Orders

Beginning with the issue of October, 1913, the circulation of THE FARMER'S WIFE will be guaranteed at not less than 750,000 copies a month. The advertising rates will become \$3 an agate line, with a page rate of \$2,000 (784 lines at \$2.55).

The present rate of \$2.50 an agate line, with discounts on quarter, half and full pages, based on a circulation of 625,000, can be held in all issues up to and including the issue of August, 1914, by all advertisers who enter reservation orders by the 18th of August, 1913, and use space of not less than 14 lines in the September issue. (If the advertiser's regular space is never as much as 14 lines, he will be required only to use his largest usual copy in the September issue.)

This Reservation Privilege Gives 125,000 Increased Circulation Without Increase of Cost

The August and September issues will have circulations of from 700,000 to 725,000 and will offer advertisers an excellent opportunity to get satisfactory results.

THE FARMER'S WIFE is the only publication appealing directly to American farm women, who are the largest class of merchandise buyers in America.

The Farmer's Wife

The Fastest Growing Farm Paper In the World

ST. PAUL, MINN.

Webb Publishing Co., Publishers

Western Representatives
GEORGE W. HERBERT, Inc.
600 Advertising Bldg.
Chicago, Ill.



Eastern Representatives
WALLACE C. RICHARDSON, Inc.
41 Park Row
New York, N. Y.

My dear Sir:—Referring to our conversation of yesterday in regard to the word "Tabloid" as used in the Century Dictionary, I beg to say that the result of such inquiries as I have been able to make shows that the word is used here only as a proprietary name, in reference to the preparations of your house. We are quite content, therefore, to drop "Tabloid" from the next edition of the dictionary, or, if you prefer, we will retain it, adding to the definition a line to the effect that it is a proprietary word. We regret that the insertion has caused you any trouble, and trust that this statement may aid you to correct any misapprehension as to the use of the word here. Believe me, very truly yours,

FRANK H. SCOTT.

(President of the Century Co., N. Y.)

"Now, have you communicated in every case where you have found the word put forward as a word in common use?" "Yes."

"And is there any case where you can recollect you ever failed to get satisfaction?" "Not one. Nearly all of them said that the 'Century Dictionary' was their source."

"Have you had search made, both with regard to existing dictionaries and professional works, as to the cases in which 'Tabloid' is referred to as a word in general use?" "Yes."

"And is it in a very small proportion out of the whole number that any such use has ever been made of the word?" "Very rarely indeed."

The rule, I think, is that a man cannot stop the use of his trade-mark by the public as a common appellative. He can, however, in spite of this use by the public, stop a use of this name by a rival in the sale of competing goods, though it is conceivable that a situation might arise by long delay or use by the proprietor himself of the name in a descriptive sense, from which an intention to dedicate the name to the public might be inferred. This, coupled with such a general public use as a descriptive term as to negative any idea of public deception by the use of the name by several producers, might make it common property, but where the proprietor is at all diligent in protecting his rights such a situation could rarely arise.

I think Mr. Justice Bradley expresses the rule about as clearly

as it can be expressed away back in 1887 in a case where the Celluloid Manufacturing Company attempted to stop an imitation of the word "celluloid" by a competitor. He said:

"On this branch of the case, the defendant strenuously contends that the word 'celluloid' is a word of common use as an appellative, to designate the substance celluloid, and cannot, therefore, be a trade-mark; and, secondly, if it is a trade-mark the defendant does not infringe it by the use of the word 'cellonite'."

"As to the first point, it is undoubtedly true, as a general rule, that a word merely descriptive of the article to which it is applied cannot be used as a trade-mark. Everybody has a right to use the common appellatives of the language, and to apply them to the things denoted by them. A dealer in flour cannot adopt the word 'flour' as his trade-mark, and prevent others from applying it to their packages of flour. I am satisfied from the evidence adduced before me that the word 'celluloid' has become the most commonly used name of the substance which both parties manufacture, and, if the rule referred to were of universal application, the position of the defendant would be unassailable. But the special case before me is this: The complainant's assignors, the Hyatts, coined and adopted the word when it was unknown, and made it their trade-mark, and the complainant is assignee of all the rights of the Hyatts. When the word was coined and adopted, it was clearly a good trade-mark. The question is whether the subsequent use of it by the public, as a common appellative of the substance manufactured, can take away the complainant's right. It seems to me that it cannot.

"As a common appellative, the public has a right to use the word for all purposes of designating the article or product except one—it cannot use it as a trade-mark, or in the way that a trade-mark is used, by applying it to and stamping it upon articles. The complainant alone can do this, and any

other person doing it will infringe the complainant's right. Perhaps the defendant would have a right to advertise that it manufactures celluloid. But this use of the word is very different from using it as a trade-mark stamped upon its goods. It is the latter use which the complainant claims to have an exclusive right in; and, if it has such right (which it seems to me it has), then such a use by the defendant of the word 'celluloid' itself, or of any colorable imitation of it, would be an invasion of the complainant's right. As a trade-mark it indicates that the article bearing it is the product of the complainant's manufacture. If another party uses it in that way, it indicates a falsehood, and is a fraud on the public, and an injury to the complainant. The essence of the law of trade-marks is that one man has no right to palm off, as the goods or manufacture of another, those that are not his. This is done by using that other's trade-mark, or adopting any other means or device to create the impression that the goods exhibited for sale are the product of that other person's manufacture when they are not so."

"Uneeda" to Be Put to Test

A. W. Green, president of the National Biscuit Company, has sent a package of Uneeda biscuit on a trip around the world, in order to see how the wrapping will withstand different climates.

The bearer of the package is John Henry Mears, his nephew, who departed on the *Mauretania* Wednesday morning last week, for a round-the-world journey against time. Mr. Mears is commissioned by the New York *Evening Sun* to make the trip. He will try to break the present record of 89 days. If Mr. Mears breaks the record, some unique Uneeda copy may be expected.

E. E. Soules with Illinois Traction System

E. E. Soules, who was advertising manager of the Michigan Electric Lines, has been appointed manager of the department of publicity of the Illinois Traction System, which comprises 550 miles of electric railroad north and east of St. Louis. He succeeds F. H. Buffe, who resigned to go with the *Herald-Transcript*, of Peoria, Ill.

Objects to Austin's Statistics

CUTLER-WILLIAMS CORPORATION
PUBLISHERS
"THE ICE CREAM TRADE JOURNAL"
"THE CREAMERY AND MILK PLANT MONTHLY"

150 Nassau St., New York, July 8, 1913.
Editor of PRINTERS' INK:

If all of Mr. D. E. Austin's statements of fact (in his article in PRINTERS' INK of July 8, defending Nestlé Food Company's "frightful" advertising) are as loose and inaccurate as his statements regarding infant mortality, then his defense and explanation is as frightful as the advertisement criticised by Mr. Bennett.

Presumably the most reliable available data on infant mortality are those compiled by the Bureau of the Census; and these seem to show that in 1911 the total of deaths under four years was less than 14 per cent of the population under four years, instead of over 20 per cent under two years. So that Mr. Austin's statement is at least 50 per cent—inaccurate!

Again Mr. Austin says: "The greater part die in summer from gastro-enteritis or summer diarrhea." The Bureau of the Census attributes to diarrhea and enteritis less than 21 per cent of the deaths under two years during 1911.

Perhaps if Mr. Austin cared less about how the Nestlé advertisements strike the mothers and fathers of little babies the advertisements would be less frightful—in both senses of the word.

THOMAS D. CUTLER,
President.

Death of Northup, of Calkins & Holden

Winford J. Northup, head of the rate and contract department of Calkins & Holden, New York, died two weeks ago.

Mr. Northup had been a resident of New York for about five years. Prior to his entering advertising work he was the manager of a public heating system, Scranton, Pa., and was cashier of one of the Scranton banks. Up to the time of his sudden death he was one of the best posted men on newspaper and magazine selection and space buying in the advertising field.

Wurzburg with Colt-Stratton Co.

Francis L. Wurzburg has resigned as general manager of the Class Journal Company, New York, publishers of the *Automobile* and of *Motor Age*. He has taken up an active partnership in the Colt-Stratton Company, the Eastern distributors of the Cole motor car. Mr. Wurzburg has been connected financially with the Colt-Stratton Company since its incorporation.

Bainbridge Richardson, of Sherman & Bryan's New York office, has been transferred to the Chicago office.

Printers' Ink's Silver Jubilee

¶ The Twenty-Fifth Anniversary of "The Little Schoolmaster" will be celebrated by a special number

Dated July 24th

Press day, first forms, July 15th

¶ Many national advertisers have been kind enough to say that **PRINTERS' INK** is one of the strongest individual forces in the advertising world. It has tried to maintain this position during its entire history.

¶ It has been on the firing line all these years working in the interests of better advertising and merchandising methods.

¶ There is probably no business publication which is so widely quoted throughout the world as **PRINTERS' INK**.

¶ This is due to its editorial policy of helping manufacturers to increase the sale of their products through the best kind of selling and advertising methods.

¶ The largest national advertisers are not only subscribers, but contributors to its editorial columns.

¶ Representing an industry that is reputed to invest over \$700,000,000 annually, its advertising pages present to publishers, advertising agents, outdoor advertising concerns, street-car advertising companies, paper manufacturers and printers, a splendid opportunity to reach their best prospects.

¶ This **SILVER JUBILEE NUMBER** promises to be the most interesting issue ever published. Early reservations will naturally receive special attention.

Double page spread	.	\$120
Single page	. . .	\$60
Half page	. . .	\$30
Quarter page	. . .	\$15

Remember—FIRST FORMS CLOSE JULY 15th

— Ever have an idea so big that you could scarcely realize its importance?

We have an idea that has brought us over \$300,000 worth of business within sixty days, and it looks as though it would bring as much more within the next thirty days—it may be worth *even more* to you—so here's the story:

Several years ago we started a purely service business.

We acted as advisors on sales problems—we wrote dealer campaigns to dovetail with consumer campaigns—we worked out schemes to make the dealer and jobber single out our clients' goods and push them, we installed follow-up systems, we taught correspondents to write selling letters, we turned inquiries from advertising into sales, we opened new accounts for our clients by mail, we coached salesmen to sell advertising plans as well as merchandise—our business was to enable concerns to cash-in in a dollars-and-cents way on their advertising.

Many of these houses had advertising agencies—we did the work and let them do the "placing"—our clients paid us fees.

Finally, our clients demanded that we handle their accounts in their entirety and do the "placing" as well.

And here is where the big idea comes in:

Today the service we offer includes all of the actual sales work so briefly outlined here—plus the advertising service given by other agencies—and the cost is no more.

In these days of much competition, it takes more—far more—than mere copy to sell goods—there must be a plan—a real merchandising plan, back of it—and that's where our experience counts.

This new type of advertising and selling service is offered to one—only one—concern in a line. We should like to tell you the story in detail—of course, without obligation. You will find it mighty interesting, because we can show by actual examples how it has increased the sales of our clients—as much as twelve hundred dollars per day in one instance, without increasing the appropriation.

Just dictate a letter to your stenographer, saying "We're interested"—we'll get in touch with you at once. Surely, an idea that has brought us \$300,000 worth of business in sixty days is worth investigating, when your only risk is your time.

RUTHRAUFF & RYAN
Advertising
456 Fourth Avenue NEW YORK

How Packard Investigated Quality of Circulation

Results Show Manner in Which Ads Are Read—How Different Newspapers Were Investigated as Desirable Mediums for Packard Advertising

By Roscoe C. Chase

Lately of the Packard Motor Car Co.

DUPLICATED circulation among newspaper and magazine readers and its value to national advertisers is the subject for many discussions. To determine the exact amount is not so difficult if one takes the time and trouble to investigate it.

In reading the facts submitted regarding my recent circulation investigations keep in mind that to properly advertise Packard motor carriages it is necessary that we reach primarily three sets of individuals. First, the man or woman who has the wherewith to own and operate such a car; second, those who comprise their associates and friends, being associated with the first class at social functions, clubs and in business; third, those who act as business assistants, associates and friends of the second class. Often the persons comprising the third class are in direct touch with those of the first, although they stand in much closer relationship with the second class than they do with the first.

If it were necessary to reach only those in class number one, we would save money by securing their names and addresses and concentrating our solicitations by personal salesmanship and by mail. We must also reach classes two and three, as much of the buying is done on the recommendation and approval of those who desire but can't afford what we have for sale.

Therefore, we must acquaint the three classes with facts which will make them appreciate the value of our car. The result of our efforts depends on our ability to properly inform the people who comprise

the classes we must reach through general publicity advertising.

To place advertisements in the right place to accomplish the greatest benefit for the least amount of money is most difficult. The advertising man whose results prove his selections correct is most valuable and no expense should be spared that he may secure evidence as to quality and quantity of the circulation purchased.

Being anxious to avoid guesswork in my endeavor to be on the winning side, and feeling confident that we could get at the true basis for making our selection, I commenced investigating. The method I have already described in *PRINTERS' INK*, so I will not go into details other than to say that in the larger cities I have forwarded to Packard owners and associates a list of the local newspapers, asking them to check those they read regularly and return the list in a stamped envelope enclosed. About 75 per cent came back.

INFORMATION DERIVED FROM ASSOCIATES

Observation of the daily routine of the average Packard owner leads us to believe they depend to a considerable extent on information received from friends and associates in conversation. I really believe they read most advertisements the same as they read the news columns, merely a glance at the headings except where they are especially interested.

Many Packard owners have admitted during our investigations that they see most of the newspapers in their town, and in making the statement they qualify it to the effect that they "glance" over them. I believe that if we place our advertisements near the front of a newspaper of good quality circulation on a week day or in the first news section on Sunday, we are putting it where most of the prospects who read the paper will see it. Probably the heading will be of sufficient interest that many will read the description, although I realize a large share of them merely read the display headings unconsciously

depending on friends and associates to secure special information contained in the reading matter and in the publicity columns.

The friends and associates recognize this as their opportunity to create conversation and many of them are on the lookout at all times for desirable information in newspapers, magazines, catalogues at automobile shows and from those of the masses who are striving to win favor with them.

It is human nature for us in promoting our own welfare to endeavor to stand in a favorable position with the man higher up. Seldom will he stoop to create conversation with us. Therefore, it is up to us to create the conversation. If we do it effectively we must make a study of the individual to know what kind of information will produce the successful conversation and then get the desired information for our use.

If we divide the social ladder into its many rounds, we find society is made up of numerous classes ranging from the ordinary day laborer to the highest position in business and social life. It would seem advisable for a manufacturer to decide on the exact class necessary to reach before proceeding with the advertising or with investigations as to the quantity of circulation.

A further investigation leads us to believe that our owners, prospects and their friends read largely the same newspapers and magazines and are of a similar mental standing, the prominent difference being a pecuniary one.

ANALYSIS OF RETURNS

In compiling results from our inquiries we believe the percentage of each class reached by a given newspaper is about equal to the other two classes. That is if we are reaching 95 per cent of the Packard owners with a certain combination of newspapers it is safe to believe we are reaching 95 per cent of their friends and associates with the same papers. Class three read largely the same papers, although we believe from observation they read other papers in addition.

It has proven most interesting to figure out the best grouping of the newspapers to accomplish the greatest efficiency for the least amount of money. This is the result desired by every large manufacturer who is advertising to create that general publicity effect which is so desirable.

Each of the lists returned has been gone over carefully, figuring the various newspaper combinations, duplications, etc. The result gives us not only the relative standing of the newspapers, but also makes it possible to figure out just how many times we reach a given reader by using certain newspapers.

In some cases we accomplish great efficiency by using one morning paper and one evening paper. In others we must use a combination of three papers and in the very large cities a combination of four or five papers seems advisable.

NATURE OF REPLIES FROM NEW YORK CITY

As an illustration, I will give the results as figured recently on 494 replies from New York City. Three hundred and eighty of these replies were from Packard owners and 114 from members of the New York Stock Exchange, not Packard owners. The Stock Exchange members were written after we had heard from Packard owners. Certain newspapers advised us that we had not given them a fair chance, as we had never advertised in their papers, and therefore we couldn't expect to find many Packard owners among their readers. Regardless of this the result of the investigation among non-owners proved almost identical with the exception that two papers received a little increase, probably due to special Stock Exchange news which they publish daily.

In going over the results to obtain the greatest benefit for the least money, I have carefully figured all the various combinations, including two papers, three papers, and four papers. As a result the most efficient combination seems to be what I have termed the

"Big Four." In other words, I can take two morning and two evening papers and by advertising in all four reach 96 per cent of the owners and prospects in New York City and suburbs, reaching many of them two, three, and even four times.

To illustrate this, I will go over the resultant figures, using numbers instead of names to indicate the papers. In the following table No. 1 and No. 2 represent morning papers and No. 3 and No. 4 evening papers. I have tabulated the results on the 494 returns and the figures represent the number of people who read the various combinations. I might add that one of the morning papers is a Sunday issue, for I find that the Sunday issue of this paper is read by more people of the class we desire to reach than the daily issue, while in the case of the other morning paper the daily edition has a considerable advantage over the Sunday.

No. 1 } No. 2 } No. 3 } No. 4 }	24 read four papers.
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No. 1 } No. 2 } No. 3 }	23
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No. 1 } No. 2 } No. 3 }	43
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No. 1 } No. 2 } No. 3 }	31	114 read three papers.
No. 1 } No. 2 } No. 3 }	17	

No. 1 } No. 2 } No. 3 }	35
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No. 1 } No. 2 }	60
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No. 1 } No. 3 }	35
--------------------	----

No. 1 } No. 2 }	37	193 read two papers.
No. 1 } No. 3 }	22	

No. 1 } No. 2 }	4
--------------------	---

No. 1 } No. 3 }	4
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No. 1-65 } No. 2-40 } No. 3-23 } No. 4-17 }	145 read only one paper.
18	read none of the four.
494	Total.

You will notice that by using the four papers we reach all but 18; that is, we reach 476 out of the 494, or an efficiency of over 96 per cent. Three hundred and thirty-one or 67 per cent are reached two times; 138 or 38 per cent three times, and 24 or 5 per cent four times. Figuring this further, we find that we place a Packard advertisement before the 494 people 969 times or an average of close to two times for each individual.

Now, most any combination can be arranged from the above table. You can find what efficiency is obtained by any one paper, what efficiency by using two morning or two evening or one morning and one evening, or by using any three. If you take into consideration the rate per line for the advertising, you can discover your best bargain combination. Some argue that a list of 494 is not enough to judge from and to know definitely would necessitate a reply from every man of sufficient financial standing to own and operate a Packard car.

To decide this question our results were tabulated in sets of 126 and each of these sets was compared with the other two. The comparison is close in so far as each paper is concerned and the Stock Exchange returns check up very closely with each of the three sets of owners.

SHOWINGS OF DIFFERENT COMBINATIONS

Now, I wanted to know what efficiency would be obtained by three papers and so I took paper No. 1, which reached more of the informants than any of the others, as a basis and figured the several combinations it makes with two of the other three. Taking Nos. 1, 2 and 3, I find that we reach 459 out of the 494 or 93 per cent. We reach 270 or 54 per cent two times and 67 or 13½ per cent three times. Using the combina-

tion of Nos. 1, 2 and 4, we reach 453 out of 494, or approximately 93 per cent once; 271 or 54 per cent two times and 55 or 11 per cent three times. Now, this second combination costs us four cents per line more than the first combination, and there is so little difference in the figures that it would seem advisable to use the cheaper combination. The third combination made would use papers Nos. 1, 3 and 4; that is, one morning and two evening. With this combination we reach 436 or 88 per cent; 237 or 48 per cent are reached two times and 47 or 10 per cent are reached three times. This combination is considerably cheaper than either of the other two, costing 10 cents per line less than the second combination and 14 cents per line less than the first.

Opinions differ with reference to the value of evening papers as compared with morning papers. If the weight of opinion seems to be in favor of the evening papers, then here is a chance to use 88 per cent efficiency at from ten to 14 cents per line less than the 93 per cent efficiency.

Now, this illustration of one newspaper situation will give you just a fair idea of how interesting it is to carry a newspaper investigation to such length as to really feel that you *know* you are getting the best distribution at the lowest cost. At almost every turn in your calculations you are confronted with new and surprising facts. You can branch off from an investigation of this kind at most any place and find many new ideas for consideration. In almost every locality the circumstances and conditions are so different as to add new interest.

DIFFERENT CITIES COMPARED

As an example of such circumstances, compare the newspaper situation in New York with that in Boston. In New York the figures show that the average man who is financially able to own and operate a high-priced car reads regularly an average of almost two morning, two evening and two Sunday newspapers.

In Boston our tally sheets show

that while they read two morning and two evening newspapers, there is an average of less than one Sunday newspaper to a Packard owner's household. That is the only circumstance of this kind which has so far confronted me in the investigations in the many cities where we have taken the trouble to find out the exact situation. In the smaller cities we can cover the field quite thoroughly with two papers, reaching a majority of the owners with both papers. In some cities it is necessary to use three or four papers, as the circulation seems to be very much divided with a smaller percentage of duplication.

In Chicago, for instance, if we were to cover the evening field it would be a case of using three evening papers, because the percentage of the duplication between the evening papers in that city is very small, there being something like 25 per cent who read more than one evening paper regularly. According to our results, the most economical method of covering the territory seems to be the use of one or two morning and one or two evening papers.

The secure feeling one has when purchasing space in papers whose circulation has been so investigated is so marked that I urge all who are in a position to avail themselves of such investigations to do so. It gives such space buyers the very best facts for use in combating the solicitations of individuals whose papers are not justly entitled to the advertising being placed.

My investigations, while satisfactory for one wishing to reach the big business men and their associates, might be used to advantage by anyone endeavoring to reach people who comprise the owners of higher-priced cars and their friends and associates would probably not be worth much to manufacturers selling to some other classes of individuals. Some similar plan of investigation could be used to advantage in judging the quality of readers with reference to any of the several classes, and I believe this would prove interesting and beneficial.

301 Inquiries From One Ad

The Norton Company, of Worcester, manufacturers of grinding wheels, received 301 inquiries from a one page advertisement. At the page an issue rate these replies cost about 17 cents each. That ad appeared in the proved medium of the machine-making field—the

American Machinist

The replies represented nearly 100 different industries. They came from 42 proprietors and managers, 56 superintendents and master mechanics, 102 foremen, 17 designers and draftsmen, 31 toolmakers, 6 machinists, and the positions of 47 were unknown. Of the latter 32 were from foreign countries.

These men are responsible for production—the best class in the world for this concern to advertise to.

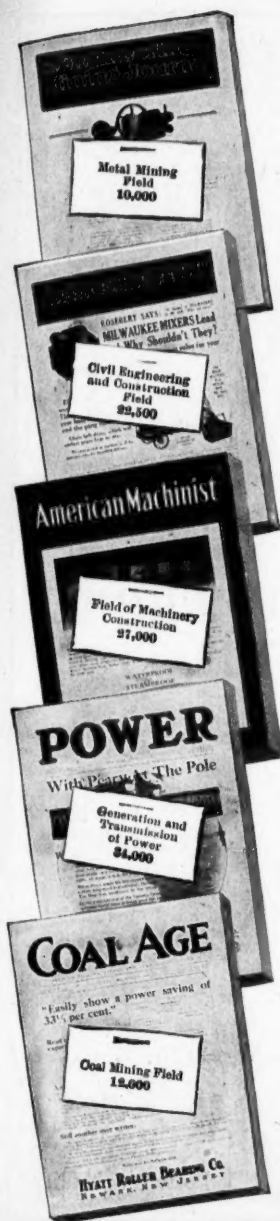
It is simply another bit of evidence added to many that this standard paper is read by the men who influence orders in the machine making field.

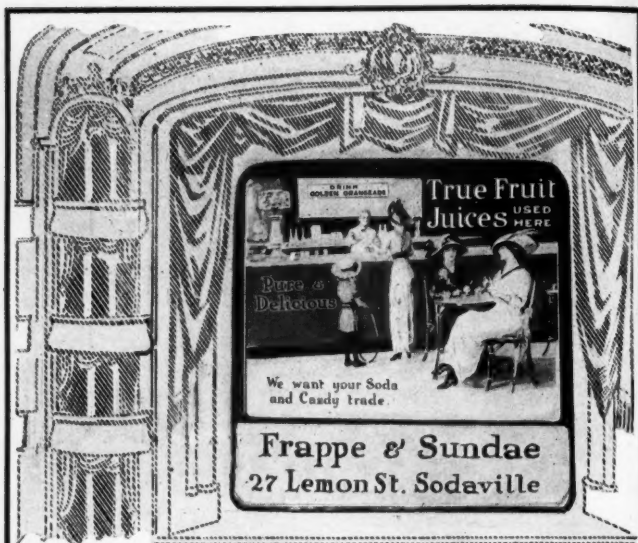
The Make-It-Pay department will prepare a complete campaign and copy for you if your product "belongs" in the paper. Details?

Hill Publishing Co.

505 Pearl Street

New York





HELP YOUR DEALER TO FIGHT SUBSTITUTION

You want your dealers to make the public recognize your product and insist upon getting it.

Are you using the most effective means of doing it? Are you letting your dealer show your product *in its natural colors* to hundreds of people when they are in a most receptive mood?

We make *Slides for Moving Picture Theatres* that will bring out every color truly, every curve and line to perfection. You understand the value of a strong impression made in leisure moments.

Ask us for samples and to tell you how dealers have made good with these helps.

20,000,000 people a day, the attendance at Moving Picture Theatres, are worth cultivating.

HAROLD IVES COMPANY
Metropolitan Life Building, New York City

Plan to Reach the Girl Behind the Counter

Traveling Men Persuaded to Collect Names of Girls and Home Addresses—This Only a Temporary Benefit—How the Fundamental Difficulty Was Discovered and a Good Plan Established

By Ernest Cohn

Adv. Mgr. Kahn Tailoring Co., Indianapolis.

MANY a manufacturer who is morally certain that if he could get his sales-building literature in the hands of the persons actually selling the goods, he could undoubtedly increase their sales, is confronted with the problem of how to make sure that the literature will reach the parties for whom it is intended. Others go ahead blindly, sending out expensive educational printed matter in the hope that it will be handed to the persons in the store selling their goods. Some try to insure that the literature will reach its intended destination by conspicuously printing on the outside of the envelope a request that it be handed to the proper person.

For instance, a manufacturer of shirtwaists sends out his intimate house-organ bearing the legend, "For the head of your shirtwaist department." Even this admonition on the wrapper, however, does not save many a copy of his expensive printed matter from either being tossed into the waste-paper basket unread, or being devoured by the office boy, for whom, of course, it has little interest, less educational value and absolutely no selling power.

Consequently, this problem of getting sales literature into the hands of the salesman or saleslady, usually the latter, is a serious one, and probably never has it been solved to the absolute satisfaction of all concerned. Thus a manufacturer of toilet preparations who had endeavored to push sales by means of educating department store clerks in the promotion of his product was forced to give up in despair

and bend all his energy on a campaign of consumer education instead.

However, one cloak and suit manufacturer—whom we will call the "Dragon Cloak & Suit Company"—seems to have hit upon a plan that is effective and out of the ordinary. The story of how he accomplished the desired result is peculiarly interesting in that his present satisfactory plan is the outgrowth of a continuous experiment involving several attempts that were not at first successful and covering several selling seasons.

Indeed, this story of the solution of the sales-literature problems of this one house reflects the same difficulties which other manufacturers are facing, and may offer a clue to the solution of similar problems. For that reason, the tale will be told substantially in its entirety.

For several months the Dragon Cloak & Suit Company had been sending an elaborate series of sales-helpful literature to the stores handling its goods. Like the shirtwaist manufacturer mentioned above, its wrappers invariably bore a request that the booklet or letter, as the case might be, be handed to the head of the cloak and suit department. A return postcard, which was as invariably enclosed, contained the request that the names of others in the cloak and suit section of the store be forwarded to the mailing department.

SOMETHING WRONG

In spite of the fact that the matter was of a nature that should have built up sales—brimful of style news, fabric facts and hints on how successfully to handle a customer—and consequently should have increased "in-season" or repeat orders, the sales of Dragon trade-marked garments showed no unusual acceleration over the preceding period, during which no sales literature had been issued.

The business manager, the sales manager and the advertising man wrestled with the problem for some time. The former insisted

that if the literature were given the proper personal tone and spiced by anecdotes and other deft touches, it would get a reading and the hoped-for "in-season" orders would result. The latter, a seasoned veteran in sales building, both in person and on paper, insisted that there was nothing wrong with the literature but that it was not reaching the proper parties. He felt that the real problem was to insure the matter being handed to the salesladies actually selling the goods.

Finally he suggested that in order to prove whether it was the literature or its non-delivery which was at fault, copies of the circulars and booklets be shown to a number of advertising men, salesmen and other experts for their criticisms, favorable or unfavorable. Except for minor suggestions, these were unanimous in their opinion that the matter was good and should have proven sales stimulating. This confirmed the advertising manager's assertion that the stuff was not being read by the salespeople because it was not even being delivered to them.

It was then decided to send a letter to the head of each firm selling the goods, in the case of small stores, and to the sales managers and departmental heads of the larger institutions.

This letter, when put in the mails, was a masterpiece of sales-building, store-co-operation letter writing. It approached the problem from the standpoint that if the Dragon literature were placed in the hands of the proper parties it would not only be instrumental in building up the sales of the Dragon Cloak & Suit Company, but of the entire cloak and suit department, because the matter which was sent not only kept the name "Dragon" before the salespeople, but tactfully impressed upon them many deft touches by which customers might be satisfied, trading up encouraged, and repeat orders made possible.

Still no difference in results was noticeable. Finally the possibility of enlisting the traveling men to find out what was the

matter was presented. Of course, the sales manager objected—sales managers always do to such a proposition. This one put up the old argument that never in his experience had it been possible to get traveling men to do anything but sell goods. He warned the others that his men would, without doubt, insist that they were out on the road to make sales and not to burden themselves with the detail problems of the mailing department.

THE TROUBLE DISCOVERED

These objections were at last overruled, and when the men got ready to go out on their trips the next season they were shown how it would benefit them personally to help solve the firm's mailing-matter problem, inasmuch as they would be given credit for any resultant increase in business in their respective territories. They were instructed to take enough time in each store to ask the salesgirls themselves why the literature was missing fire.

The result of these inquiries was most illuminating, and confirmed the ad man's contention. Everywhere the salesladies asserted that they had never seen any of the literature. But what was still more important, the few who *had* received it informed the travelers that they seldom read it, not because of lack of interest, but because they were usually too busy when the matter was handed them to give it attention.

This gave birth to the opinion that even if a plan could be hit upon which would put the literature in the hands of the salesladies, the problem would be still unsolved, because it would still be necessary to insure its being read by those who received it.

Out of this developed the idea of sending the matter into the homes of the girls, making sure that it would not only reach them, but that it would reach them at a time when they were not too busy to give it attention, and where—even if it were put aside for the moment—it would have the chance of being later looked over at idle times.

And so the traveling men were

Greatest Quantity
of
Quality Circulation

And growing faster
than any other New
York newspaper

New York  American

instructed to secure the name and home address of each girl in all cloak and suit departments handling the Dragon line. From the start, the experiment gave evidence of being successful, and that season repeat orders took a gradual upgrade. Besides this, the salesmen reported that on making the territory again they discovered that more life was being put into the selling game of the suit departments than in the past.

A SHIFTING MAILING LIST

However, this did not end the problem, because suddenly and quite unexpectedly, just as everyone was beginning to congratulate himself on the success of the plan, the sales began to take a gradual decline back to the former lower figures. Yet, in spite of this decline, one fact stood out strongly—here and there an isolated store would be found in which the sales still continued to merrily increase.

What was wrong? Again the traveling men were called on to answer the question, and their reports proved that the very plan which had at first insured the literature being received by the proper parties was now the sole cause of its going astray. The reason for this, once it was discovered, was as simple as learning how to stand an egg on its small end—girls were constantly being shifted from one department to another in the various stores, and they were also continually changing their vocations.

It was found that for the most part those few stores in which the sales continued on the upgrade had for some reason or other made few changes in the personnel in the cloak and suit department. In the majority of the stores—that majority in which the falling off was evident, and particularly where it was most pronounced—the girls who were receiving the literature in their homes were no longer in the employ of concerns handling the Dragon line.

In short, by this time the bulk of the literature was going to parties now absolutely out of touch

with the proposition. It was evident that it would be necessary to devise some means of keeping the list of home addresses up to date. If this could be done, it would pay to continue the practice, but if not, the entire sales-literature plan must be regarded as a failure and the publication of the series of sales-helps might as well be discontinued. In that event, the whole plan would be nothing but a waste of money and effort.

One more trial for the solution of the problem was decided upon, and again the traveling men were enlisted. This time they were more enthusiastic than before, because the temporary increase in mid-season orders had whetted their appetites for the correspondingly increased commissions they might earn if the plan could be put on a stable business-building basis.

HOW THE FINAL PLAN WORKS

They were instructed to enlist the services of the one person in touch with the cloak and suit department of each establishment who was looked on in that store as a "fixtured." In some cases this might be the owner himself, if the store were small enough; in others it would be the buyer in the cloak and suit department; and in still others it might be the buyer in some other department in which help was not shifted so often as in the one in which the house was most interested. In each case, however, someone was picked out who could be relied upon to be present permanently in each store, always taking care to select a party on a friendly footing with the Dragon salesman and one who would be willing to co-operate with the Dragon house. To this party an offer was made that would make it worth his or her while to inform the mailing department whenever a girl was transferred or discharged from the cloak and suit department, giving the name and home address of her successor, as well.

A letter was also sent out to these people, repeating the offer, which letter won additional good will by the enclosure of a novelty premium for personal use. In

addition to this, the mailing list, which had heretofore been kept in a rather haphazard manner, was transferred to cards, a card for each town, and in the large towns a series of secondary cards for each important store. Duplicates of these cards were furnished the traveling men. They were given instructions to check up each card on each visit. In this manner the list was kept fairly clean, being altered constantly in the case of stores where the inside co-operator was kept interested, and checked up at least every six months by the men themselves in their semi-annual travels.

Of course, there is still waste, but the fact that the traveling men are given a commission on repeat orders keeps them interested, and the healthy increase in the volume of orders continues to prove that the plan has been worth while. Indeed, so successful has it been that it is now being found profitable to publish a very intimate and chatty paper,

in which is conducted a series of prize contests, varying with circumstances. Sometimes it is an offer for the best solution of a selling problem. At other times it is a premium for the greatest increase in the percentage of Dragon sales during a set period. And in all cases the interest is found to be so steady as to put the girls in the cloak and suit departments on a friendly footing with the Dragon house.

In short, the experience of the Dragon Cloak & Suit Company has proven that you must not only get your sales literature in the hands of the girl behind the counter, but that you must get it there at a time when she will read it. And after that you must devise a way by which "dead" names can be cut off the lists and new ones added as store help shifts.

William H. Benjamin has resigned his connection with the Clark-Whitcraft Agency of Philadelphia, and joined hands with the Washington Advertising Agency of Washington, D. C.

**The
George L. Dyer Company
42 Broadway
New York**



**Newspaper Magazine Street Car
and Billboard Advertising
Business Literature
Publicity and Merchandising Counsel**

When to Use or Omit the Headline

The Principle of the Newspaper Headline and Its Application to Ad Construction—The Use of Trade-Marks as Headings—Some Current Ads Revised to Give More Selling Force

By Gilbert P. Farrar

THE average person reads but very few items in a newspaper, but nearly every reader will read all the headings. Haven't you often heard persons say, "Oh, I just glanced at the heading"?

Most builders of advertisements know this fact. Those who have not as yet noticed or tested it will find it a very helpful hint when constructing an ad.

Sometimes a story would interest more readers if the heading contained a better idea of the facts that followed.

If headings are necessary for the day's news, why aren't they just as necessary for the day's ads? They are.

"Very well," says the practical reasoner, "but would you have all ads alike?"

As a rule, yes. But not always. All the news items have headings, but all news items are not alike.

Many ads, all with one common feature, will not be alike in appearance.

The bugbear of many advertisers is the thought that their ads will look like all the other ads, that their ads will not be better and more distinctive than any of the others nearby.

These advertisers recognize a good ad by some fancy border, a supposedly new style of drawing, or many of the various "tried and found wanting" methods for selling goods by printed salesmanship.

I don't for a moment mean to say that many of the new, or supposedly new, ideas regarding certain features of the building of an ad are not good. Many of these features are really wonderful strides toward better advertising. Usually, however, these features are very poorly *applied* by advertisers who are looking for something "new."

"There!" says an average advertiser, "why don't we use ads something like Smith's? They are dandy."

Smith may be selling automobiles, while the man who likes Smith's ads may be selling corsets.

By and by the advertiser has some ads prepared like Smith's. If they pull at all he immediately proclaims them great ads.

As a matter of fact, if his ads were built along the lines of advertising principles they would have undoubtedly pulled much better. Unfortunately this fact of lost orders is never known to the

man who has a prejudice for some fad or supposedly new style.

An ad can be novel without straying from the principles of good advertising. But, as Napoleon once said, "Get your principles right." Get them right first. Add the novelty if needed to make the ads stronger *after* the object of the ad is clear on the face of it.

An ad without a heading is a good ad for some things. It is especially good where there is a large space to be filled and only a short message to be delivered.

Sometimes an ad with a small black cut at top, similar to those occasionally used by *Farm and Fireside* in

PRINTERS' INK, is very effective without a headline. This is due, no doubt, to the fact that the cut in itself suggests the story of the ad almost as strongly as a headline would.

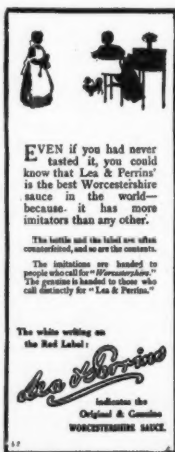


FIG. 1 — JUST ONE THING LACKING

Intensity of Attention

"In considering the possibilities in selling to the farmer it is not always easy for the average city dweller, confronted at every turn with advertising of all sorts (electric displays, painted signs, billboards, street car cards, window displays) to realize the tremendous influence that farm paper advertising has out in the country.

"The farmer is not constantly distracted by a multitude of advertisements all clamoring for his attention—thus he is able to, and does, devote just that much more concentrated study to the matter set before him in his favorite publications."

In connection with this quotation from "The Field of Gold," consider the policy of

The Farm Journal

which, for the sake of maintaining this intensity of attention, has always adhered to the necessity of never overcrowding its columns with advertising, of never letting the paper grow to such a size that all cannot be read comfortably and thoroughly. We never print more than eighty pages, and we always devote half the space to editorial matter.

Do you know all that you would like to about The Farm Journal?

Wilmer Atkinson Co.
Washington Square
Philadelphia, Pennsylvania



Advertisers Get the Best Results from The Des Moines Capital

The above heading is the statement of dozens of advertisers in the city of Des Moines, who are regular users of all the newspapers, and in a position to judge the newspaper situation in this city.

Advertisers are concerned about circulation, of course, but they are not so much concerned about circulation statements. They are concerned with the actual business that they do for a given expenditure, and in the long run The Des Moines Capital never fails to deliver the goods.

Here Are Some Facts in Connection With The Capital's Sales Power That Are Worth Remembering

Almost without exception, the ten largest advertisers in Des Moines have used more space in The Capital during the last ten years than any other Des Moines newspaper.

The Capital, for ten years, has carried more local advertising of the leading advertisers than any other newspaper in the city.

The Capital regularly publishes more local and foreign advertising in six issues a week than any other Des Moines newspaper in seven issues a week.

For the first six months of this year The Capital has published more advertising of all kinds in six issues a week than any other Des Moines newspaper in seven issues.

The Capital has been under the same ownership and management for more than twenty-three years, and The Capital is considered a fixture in thousands of Des Moines and Iowa homes, and its advertising columns are used as a business and purchasing guide.

The Capital's advertising columns are clean. No whiskey, objectionable medical, loan shark, or fake advertising of any kind is accepted.

The Capital's circulation, for many years, has been the largest of any newspaper in Iowa. It averaged, during the year 1912, 44,802 copies daily.

IT MUST NOT BE FORGOTTEN THAT MOST OF THE PEOPLE OF DES MOINES CONSIDER THE CAPITAL THE BEST NEWSPAPER IN THE FIELD; THE NEWSPAPER THAT IS CONSTANTLY FIGHTING TO PRESERVE THE BEST INTERESTS OF THE COMMUNITY AND STATE.

Total Advertising Figures for the First Six Months, 1913


Capital.....	186,599 inches (no Sunday)
Register and Leader.....	185,639 (with Sunday)
News.....	136,309 (with Sunday)
Tribune.....	148,663 (no Sunday)

The Des Moines Capital

LAFAYETTE YOUNG, Publisher

Eastern Representatives, O'Mara & Ormsbee,
Brunswick Building, New York; Tribune Building, Chicago.

Paul Mastenbrook, Architect
Grand Haven,
Mich.



Unequalled for all outside woodwork

Dexter Stains

Waterproof, preserve, beautify

Whether the house is to be shingled, half-timbered or clapboarded you should investigate at once the unusual qualifications of Dexter Stains.

Better than paint—cheaper, easier to apply, cost less than half. Waterproof and preserve the wood, yet bring out all the beauty of the grain. Only best English ground pigments used, colors cannot fade. Ask your architect.


Write for stained miniature shingles and Booklet A

DEXTER BROTHERS CO., 117 Broad St., Boston

BRANCH: 1125 Broadway, New York

Also makers of *Delectable*, the only **WHITE ENAMEL** which will **NOT TURN YELLOW**.

AGENTS: H. M. Hooker Co., Chicago; F. H. McDonald, Grand Rapids; Northern Brick & Supply Co., St. Paul; F. T. Owens & Co., Seattle, Tacoma, Wash. and Portland, Ore.; H. McC. Bullington & Co., Richmond; A. R. Hale, 212 Benson Bldg., New Orleans; H. C. Langer Co., Honolulu, and DEALERS.



Paul Mastenbrook, Architect
Grand Haven,
Mich.



For All Outside Woodwork

Whether the house is to be shingled, half-timbered or clapboarded you should investigate at once the unusual qualifications of

Dexter Stains

Waterproof, preserve, beautify

Better than paint—cheaper, easier to apply, cost less than half. Waterproof and preserve the wood, yet bring out all the beauty of the grain. Only best English ground pigments used, colors cannot fade. Ask your architect.

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FIGS. 2 AND 3—A REVISION TO GIVE REAL POINT TO THE PICTURE HEADING


This, however, is not true of the Lea & Perrins ad (Fig. 1). Why? Because the cut does not suggest the story of the ad. At first glance this ad is very good to the eyes, but close inspection does not reveal the "why" of the cut or its relation to the reading matter of the ad.

The words "Get the Genuine" between the cut and the reading matter would help us see that the lady is ordering her servant to

make no mistake in the kind of sauce wanted. And this headline would also suggest the nature of the reading matter and help impress the importance of the trade-mark at the bottom.

Placing a trade-mark or the name of an article at the head of an ad instead of using a human interest headline is a very common practice among some advertisers.

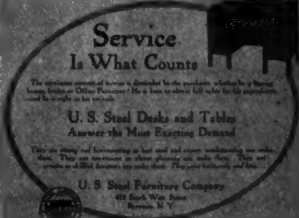
The Dexter ad (Fig. 2) is one



The Finish of the U. S. Steel Desk first catches attention in contrast to the surface, so perfect the graining imitation is upon Gilted Mahogany, Oak or Chestnut Walnut. Trace back every step of the construction of this remarkable Desk and a line of confidence will be found. U. S. Steel Desk are handsome, substantial and convenient. They are also fire-retarding.

U. S. STEEL FURNITURE COMPANY
425 N. 3rd Street, NEW YORK

FIG. 4—TRADE-MARK AS HEADING IS UN-INFORMING



Service Is What Counts

The extensive variety of service is distributed to the particular, whether by a Bureau, home, hotel or Office Furniture? He is here to select full value for his expenditure, and he is satisfied with the result.

U. S. Steel Desks and Tables Answer the Most Exacting Demand

They are strong and fire-retarding in heat and cold, and every construction and finish. They are convenient in design, pleasing and useful. They are made in all sizes, from one to ten feet. They are made in all colors and finishes.

U. S. Steel Furniture Company
425 N. 3rd Street, NEW YORK

FIG. 5—A MORE EFFECTIVE AD OF THE SAME CONCERN

of this type. What does it mean to the average reader to see a picture of a house and then the simple words, Dexter Stains? Little. He must investigate in order to find out what Dexter stains are and what they are for, principally what they are for.

The ad is not pleasing to the eye, as all the "color" is in one spot.

One would suppose that Dexter stains were good for the en-

tire house. Yet buried deep is the line which says "Unequaled for all outside woodwork."

The ad is not pleasing to the eye, as all the "color" is in one spot.

One would suppose that Dexter stains were good for the en-

I have never been able to see the wisdom of making a complete change of style in the copy and the display of ads each month, as is done by a number of advertisers.

How about the feature of cumulative value under such a policy?

To change the copy each month is all very good, but why change the style of display?

Figs. 4 and 5 are two ads used by one company. They are entirely different in every respect—except possibly the cut of the desk and the cut of the trade-mark.

Fig. 4 is a very clean, harmless and neat ad, but I'd rather take my chances with an ad like Fig. 5. Here the oval *will* attract and the cuts and headlines *will* tell the story quickly.

The style of display used for Fig. 5 could be used every month with new copy on the inside of the oval. However, the copy used in Fig. 5 would be hard to beat.

Here is a point probably overlooked by the advertiser. The cut of the desk does not show up the desk as a steel desk. Why not underscore the word "steel" in the display line, "U. S. Steel Desks and Tables." That would help the imagination very much.

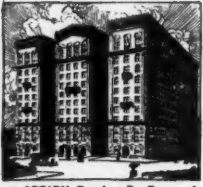
A headline used in the Montana Apartments ad (Fig. 6) would materially reduce the desired result.

Ads of this kind are built on the principle of a smooth even-toned result—one that attracts through its dignity.

Fig. 6 would be an ideal ad of this kind if it were a trifle less crowded.

Ralston Western Manager for
"Bazar"

S. O. Ralston has been appointed Western representative of *Harper's Bazar*, with offices in the Westminster Building, Chicago. He was formerly with *International Studio*.



ALREADY Despatched By Persons of Fashion—The Montana Apartments House. Impressed by its location and magnificence, they reserved suites before they saw the walls even decorated.

People of taste are quick to respond to arrangement, convenience, luxury, and last, but not least, important, assured exclusiveness.

Rentals range from \$6,000 to \$2,300 in duplex and duplex suites. Visits by subscription only following a personal interview.

The MONTANA
Three Seventy-Five Park Avenue
Black Front Fifty Second & Fifty-Third Streets
Temporary Office: 384 Park Avenue

FIG. 6—THE ILLUSTRATION IS A SUFFICIENT "HEADLINE" HERE

I would suggest that the word "unequaled" (which is worked to death by all novices in advertising) be omitted and a larger heading made of the words "For all outside woodwork," as shown in my revision (Fig. 3).

I have also shown that the trade-name line can be moved down a paragraph, and in this manner made more effective. By eliminating the useless border, under the house, we obtain space enough for the larger heading.

The Dexter ad (Fig. 2) is typical of many present-day ads in the matter of "color." There is



DICKERY DOCK THE WELL GROOMED MAN

WHEN advertising,—as advertising is known to-day,—first became the big factor in business promotion, conservative men said that it would rob business of its personal element. In those days the personal element was very strong.

To a great extent these conservative men were right. For years advertising almost ut-

terly disregarded the personal element. Even today it is often entirely overlooked.

Business was done with classes. If a man were a farmer he was put in the "farmer" class, regardless of the size of his farm,—or his bank roll,—or his mental calibre. If he lived in a big town he was put in the "big town" class, just as though the man in the city of half a million were made from entirely different material than the man in the town of fifty thousand.

Men haven't changed, but times have changed.

Now the first question brought up in outlining a sales plan of a commodity is "Who is your market?"

Business of today is not being done with classes—or with masses. It is being done with individuals.

Every advertising campaign worthy of the name "campaign" is planned to reach some one individual—some one man or woman. That individual man or woman represents a class, true enough, but the class does not represent the individual man or woman.

Disregard the class and look to personality.

There is a certain manufacturer of high grade shoes, with a string of agencies covering the principal cities of America. He was trying to reach one man—the man careful in matters of dress. Let us call this personality Dickery Dock, the Well Groomed Man.

A year ago this manufacturer made a careful analysis of the Associated Sunday Magazines. He studied the circulation and the distribution of the circulation.

He saw how the Associated Sunday Magazines were issued co-operatively and simultaneously by and as a part of the Sunday editions of the

Chicago Record-Herald	St. Louis Republic	Philadelphia Press
Pittsburgh Post	New-York Tribune	Boston Post
Detroit News Tribune	Minneapolis Journal	Buffalo Courier
Rocky Mountain News	Washington Star	Baltimore Sun.

He made a careful study of each of these newspapers. He studied their circulation lists and analyzed them. He got the opinion of his agencies as to the local prestige of each paper.

He learned that more than one million four hundred thousand copies of the Associated Sunday Magazines were read each week within America's greatest buying zones.

He studied the Associated Sunday Magazines itself—editorially.

He saw nothing sectarian;

—nothing political;

—no social problem writings.

He did see the highest type of special articles, powerful short stories and interesting serials.

He saw in the list of contributors to the Associated Sunday Magazines the names of the world's greatest writers, and the work of America's greatest illustrators.

He studied all the advertising. He picked from among the advertisers in the Associated Sunday Magazines those who, like himself, were talking to Dickery Dock, the Well Groomed Man:

(OVER)

B. V. D. Company
Chalmers Knitting Company
Gotham Manufacturing Com-
pany
Henry Sonneborn Company
Crofut & Knapp Company
Holeproof Hosiery Company
Cheney Brothers
Phoenix Knitting Company
B. Priestley & Company
Lord & Taylor
Krementz & Company
Rubberset Brush Company
O'Sullivan Rubber Heels

Foster Rubber Company
Gem Cutlery Company
American Safety Razor Com-
pany
Hamilton Watch Company
U. S. Cartridge Company
Colt Fire Arms Company
American Tobacco Company
Marlin Fire Arms Company
R. J. Reynolds Tobacco Com-
pany
Liggett & Myers Tobacco Com-
pany
Joseph Black & Sons

and many others. He learned that Johnson & Johnson by advertising their shaving cream in the Associated Sunday Magazines, received inquiries at a lower cost than any other magazine.

He saw such advertisers as the

General Roofing Company Trussed Concrete Steel Company
Felt & Tarrant Company Winton Motor Car Company

He felt reasonably sure that Dickery Dock, the Well Groomed Man, was a reader of the Associated Sunday Magazines.

The Associated Sunday Magazines became a part of his campaign to tell Dickery Dock about his shoes. He used a good strong schedule,—big enough space to get his message across with proper force.

When this advertiser was making up his plans for 1913, he chose his media mainly through their showing in his campaign of 1912. There is the Associated Sunday Magazines booked solid for 1913.

Dickery Dock, the Well Groomed Man, is here in great numbers—a steady reader of the Associated Sunday Magazines.

ASSOCIATED SUNDAY MAGAZINES

INCORPORATED

1 Madison Avenue, New York City

Record-Herald Building, Chicago, Ill.

Wrongful Competition as Uncle Sam Sees It

VIII

NATURALLY the first question of the business man who finds himself in line for a possible Sherman law prosecution concerns the possibility of reforming his policies so as to bring them within the law as the Government interprets it. It is expensive to defend suits, both as regards money and time, and however legitimate a man may believe his own policy to be, he is not usually anxious to defend it against Uncle Sam's trained prosecutors. The investigator with the black bag labeled "U. S. D. J." is likely to be treated very deferentially.

Most business men are willing to "reform," or to "conform to the demands of the Government," if the phrase sounds any better. The acquiescence of the General Electric Company, the Burroughs Adding Machine Company and the Eastman Kodak Company—to mention a few of the more prominent—shows a willingness to let the Government remodel sales policies.

But those were suits which had actually been started. What the majority of business men want to know right now is how to avoid the possibility of having any suits started at all. Suppose a concern has been doing business on a plan of doubtful standing; can it, by issuing strict orders to all employees, so reform its policy as to avoid prosecution? As far as the cash register case is authority, the answer is almost certainly *No*. Unless the concern was so small as to have absolute control over the acts of all salesmen, and unless a period of three full years had elapsed *without a single violation of the orders*, from the time they were issued until the suit was filed, the reformation would apparently be of no avail as a defense.

The indictment in the cash register case named twenty specific

acts which had occurred within the prior three years. These acts were acts of individual salesmen, were scattered from Connecticut to California, from Montana to Texas, and were not connected with each other in any evident manner. A great deal of the testimony concerning these acts was discredited, and it is extremely doubtful, if the case had gone to the jury on the evidence of these acts alone, that any connection would have been found between them and the officers who were on trial. Other allegations in the indictment as to what had taken place within the three years were abandoned by the Government.

THE "REFORM" LETTER

Now the defense maintained that those twenty acts—as many as had not been partially disproved—were simply the sporadic acts of individual salesmen whose zeal had led them to do things not countenanced by the company. In support of that contention the defense introduced a circular letter signed by General Manager Pfum, and sent to all district managers on April 1, 1909—two years and ten months before the indictment. That circular letter read as follows:

"In the various conventions I attended, I found that some of the newer members in the districts are not thoroughly aware of the best way to handle sales made by other companies. Please see that every agent in your district thoroughly understands our position in the matter. You know what this policy is, and in brief will say that in no case will we permit any person of our agents to misrepresent cash registers made by other concerns. Neither will we permit any person in our employ to induce any purchaser of a cash register made by any other company to break his contract and return the register to the manufacturer. With the line

of registers that our agents now have they are able to show the superiority of Nationals over those of any other make, and at lower prices. There has been no violation of our policies that I know of, but I give you this information because of the inquiries received from the newer men in the field. Please see that these instructions are carried out in every detail, and that the new men are so instructed on entering the field."

Going still further back, the defense introduced the minutes of a sales convention, held in December, 1902. On the first day of the convention a general discussion took place, and on the second day J. F. LeBrou, assistant manager of agents, spoke. In part he said:

"In the first place I want to say that Mr. Crane was entirely right in his remarks yesterday in regard to the policy of the company in meeting competition; but he is wrong as to the methods adopted to carry out that policy.

"There are two ways of doing a thing, the right way and the wrong way. I believe that we have the right policy, but have been carrying it out in the wrong way. We want, if possible, to get the right policy lines and then adopt the right methods and pursue them. The company salesman has heretofore been regarded as a man able to go in and fight his way through physically. It didn't make much difference how he did it, but we had to make sure he was physically able to meet competition. Now that is all wrong."

RESPONSIBILITY FOR ACTS OF AGENTS

There are several pages of Mr. LeBrou's remarks, all along the same line. Further the defense introduced a copy of *The N. C. R.* for January 15, 1903. The leading article was entitled "Our Method of Meeting Competition":

"In meeting competition try to treat your competitor fairly. Remember that you cannot afford to be other than a gentleman at all times. Never antagonize the user of a competitive register. Remember he purchased a machine

that in his judgment offered him a good system. It is not the merchant's fault if he has purchased an inferior machine. Your duty is to show the merchant the superiority of the National. Show it to him in such a way that it will appeal to his judgment and not offend him. Keep present in mind the fact that he does not know as much about cash registers as you do, neither does the agent who sold him a competitive machine."

A great many more exhibits were introduced, embodying similar instructions, and the defense argued that these showed the official policy of the company, and the instructions which were given to its salesmen. The twenty sporadic instances of violation produced by the Government were no more than were to be expected from a sales force of hundreds of men making several million calls on prospects over a territory three thousand miles across. It was entirely impossible, they said, for the company to have its men in such perfect control that no violations would take place.

Judge Hollister noticed this aspect of the trial in his charge to the jury. He said:

"Of course, no officers or agents of a large business concern should be held responsible for the unauthorized act of some agent whose zeal in promoting the business of the company, or advancing his own interests in the eyes of his employer because of the amount of business done by him, has led him into conduct unfair to a competitor, or otherwise reprehensible in itself; yet, if here and there, at one place and another, and in many places in the country agents of The National Cash Register Company are found doing similar acts, such as are described in the indictment, directed immediately and directly to the business of competitors, and of such a character that you are of opinion they would not have taken place unless they were done in the furtherance of a common design that they should be done, then you may conclude that a conspiracy existed, which contemplated the doing of them—the doing of those things."

Regarding the convention proceedings, the jury were charged as follows:

"If the competition discussed contemplated acts against competitors of such character as to give rise to the inference or presumption that they were to be done to do wrong to the general public and to limit the right of competitors to carry on the cash register business; and that that was the understanding of those in attendance upon the convention; then the proceedings of the conventions themselves are evidence tending to show the existence of the conspiracy charged; but if no such acts were contemplated in the competition discussed, but only the competition which must be met in the ordinary course of trade and to be overcome by acts done with the primary and direct purpose of furthering the business of The National Cash Register Company, and only incidentally and indirectly affecting competitors' business, then the conventions are not evidence of the conspiracy."

It is interesting right here to quote from the closing argument of United States Attorney McPherson. His words, of course, do not have the weight of those from the bench, but they are significant as showing the attitude of the Government towards certain acts which may be perfectly lawful in themselves:

"All we have to prove is that these people by their concerted action, with knowledge, went in with the determination to harass competitors in the manner described in the indictment. After you become satisfied that the conspiracy was entered into for that purpose, every act they did—following, hiring agents, trading out machines, doing anything they did—whether it, by itself, was unlawful or lawful, becomes unlawful when it is done in furtherance of that conspiracy. Don't forget that."

Also the following, a little further on in McPherson's argument:

"And another thing; let me call your attention to this—that overt acts within three years are only important to show a continuation of this conspiracy. If you find

that this conspiracy was continuing and did exist in 1909, after February 22, one overt act is sufficient for you to return a verdict of guilty. We don't have to have twenty; we don't have to have two. We don't have to have three, or four, or five. We don't have to have any! If you are satisfied that this conspiracy existed, it was in their minds: they were ready and willing to perform it, if the opportunity occurred: they are guilty as charged in the first count of the indictment."

THE THIRD COUNT

Another thing which the defense relied upon was the fact that none of the acts testified to concerning the buying out of competitors had taken place within the three years. Edgar Park's connection with the company had terminated before February, 1909, and he was discharged on that ground. The second-hand snarl had been straightened out before 1909, and that part of the record was, to all intents and purposes, ancient history.

But the third count of the indictment read:

"The National Cash Register Company, by means of and as a result of the conspiracy charged, actually put certain concerns out of business before the three years, and thereby monopolized and attracted to itself business which those concerns would have done."

Thus, we see, the fact that the company attracted to itself business which other concerns might have done *during the three years*, if they had not been put out of business *prior to the three years*, is charged. And evidence as to what the company did prior to the three years is admissible to show a conspiracy to do the thing charged.

In summing up this investigation into the record of the cash register case, several points stand out conspicuously as worthy of emphasis:

Officers and employees of the N. C. R. Co. were prosecuted as *individuals*, and were found guilty of entering into and sustaining a

"continuing conspiracy." Thus an individual who entered into the service of the company long after the conspiracy was first formed, and whose connection with the company terminated a short time after the beginning of the three-year period, was guilty just as was President Patterson. The employee who left the company more than three years prior to the indictment could not be made a party, and could be compelled to testify against the defendants. The N. C. R. Co., not being a party to the suit, was obliged to furnish testimony against its own officers.

SOME PRACTICAL QUESTIONS

The following questions have been submitted to PRINTERS' INK by a New York attorney. They are actual questions which have been asked him by his clients. Authoritative answers are, of course, not to be given by anybody short of the full bench of the Supreme Court, and PRINTERS' INK doesn't pretend to do more than indicate the most probable answers, judging from the cash register case.

1. Can a concern save itself from future prosecution by issuing strict orders discontinuing former methods? (Or must the concern be punished, if sporadic disobedience to these orders is subsequently shown?)

Unless the concern can show a very clean record after the issuance of the orders, it probably cannot save itself by reforming.

2. Can a concern meet competition by putting out a line solely for competitive purposes?

Not unless its hands are clean in all other respects. It is the combination or conspiracy which is punished, and not the overt acts, which are used only to prove the existence of the conspiracy. Putting out a line for competitive purposes would hardly prove a conspiracy, standing by itself; but when taken in connection with other overt acts it is dangerous. And the more of the other acts there are, the more dangerous it becomes.

3. Can a concern meet competition by lowering its price on the competitive line (without lowering its prices on non-competitive lines)?

If the competitive line is so es-

entially separate from other lines as to be made of different materials, or in a different factory, or if it is sold under different conditions, so that manufacturing costs or selling costs might justify a reduction; yes. Otherwise—under conditions governed solely by competition—no.

4. Can a concern prosecute infringement suits against a competitor who actually, or according to the bona fide advice of the concern's patent counsel, is an infringer upon the concern's patents?

Yes.

5. Can a concern warn prospects that the product of its competitor is inferior and more costly?

Yes, if it is done directly and for the purpose of selling the concern's own goods, and if the prospect is not urged to break a contract.

6. Can a concern warn prospects that the product of its competitor constitutes an infringement of the concern's patents, for which every user may be liable to infringement suit?

If bona fide suits have actually been brought—yes. Otherwise this course would seem to be safe only in case the concern's hands are clean in all other respects.

7. Can a concern warn prospects that its competitor is likely to fail, with the result that repair parts for its competitor's product can't be obtained by users?

If its hands are clean, and the warning is based on facts—yes.

8. Can a concern instruct its agents (by catalogues, house-organs, literature, demonstration of actual machines, and description of actual instances) to solicit orders in any of the modes above mentioned?

If the modes themselves are legitimate, instructions to follow them may safely be issued.

9. Can a concern solicit orders, in any of the modes above mentioned, from prospects already using its competitor's product?

There does not seem to be any prohibition against soliciting orders from competitors' customers as such. If no contracts are broken, no unfair concessions in price made, and no misrepresentation of the competitive goods; yes.

10. Can a concern employ as agents persons whose employment contracts with its competitor have already terminated?

Yes, if its hands are clean and

People's Popular Monthly Is THE One Publication Which Can And Will Create Both A Consumer And Dealer Demand in This Rich Territory.



People's Popular Monthly reaches more than 500,000 small town and Rural Homes each month.

The Midwest Dealer reaches 20,000 small town dealers each month.

The Midwest Dealer is *free* to advertisers in People's Popular Monthly.

This Co-operative Service Is Worth While. Let Us Tell You More

People's Popular Monthly

DES MOINES, IOWA

New York Office
1702 Flat Iron Bldg.
David D. Lee

Kansas City Office
306 Gumbel Bldg.
O. G. Davies

Minneapolis Office
711 Globe Bldg.
R. R. Ring

Chicago Office
717 Harrison Trust Building
W. E. Rhodes

St. Louis Office
409 Globe Democrat Bldg.
C. A. Cour

if no attempt is made to secure secret information.

11. Is the right of a concern to do any of the things above mentioned affected by the fact that its competitor is actually infringing the concern's patents, and under the patent law has no legal right to manufacture or sell the competing product?

No. The patent law is sufficient remedy.

12. Is the right of a concern to do any of the things above mentioned affected by the fact that its competitor makes a practice of doing similar things?

No.

13. Can a concern instruct its agents to report the competition they encounter, with full facts and details regarding the business and activities of its competitors, and particularly regarding competitors newly coming into the competitive field, and regarding the date, place, amount and number of competitive sales and the names of the sellers, agents and buyers in connection therewith (provided such information be obtained by the concern's agents without bribery or corruption of its competitor's employees, and without any other unlawful act)?

Yes, if the information is used in such a way as to indicate that no effort is being made to prevent competitors from making sales except by selling one's own goods in fair competition. No separate organization or department to handle competition is safe. Of course the lengths to which a concern may go in this matter depend upon its policy on other questions. Clean hands count here, as everywhere.

14. Are the executive officers of a concern individually liable to criminal prosecution for sporadic acts of unfair competition committed by remote subordinate salesmen in disobedience of strict orders to the contrary?

Not unless the sporadic acts could be shown to a jury as parts of a general plan that they should take place. Judge Hollister's ruling fairly answers the question.

15. Are the executive officers of a concern individually liable to criminal prosecution for acts of unfair competition committed long before they became connected with the concern?

Not for acts of unfair competition. If, however, the acts named were shown to have taken place in furtherance of a conspiracy, and the conspiracy were shown to have continued up to and since the time of each officer's connection with the company, the officers could be held as parties to the conspiracy.

What Advertisers Want of Newspapers

THE FAYE COMPANY
SYRACUSE, N. Y., July 1, 1913.

Editor of PRINTERS' INK:

The writer frequently receives a rate card from a paper published in a town of 3,000, and there may be two papers in that town. In consequence the rate card is covered up, practically, by statements about having a sworn circulation larger than its competitor.

When the newspapers wake up to the fact that it makes little difference to the bean baker whether a daily has 2,000 circulation more than some other paper, and when the newspapers get in position to make a guarantee of satisfaction for money spent, or money refunded, then they will begin to have more space sought than they can supply.

Consider the hosiery manufacturer who says that Jim Jones, of Florida, may buy and try a pair of socks, and if those socks do not give satisfaction Jim Jones may have his cash back or a new pair of socks simply by saying that his pair of socks did not wear well.

It is generally conceded that a manufacturer hasn't anything fit to sell unless he is perfectly willing to trade the money back for his product. In other words, unless both buyer and seller profit by the exchange, the deal is not a good one.

When will newspapers get into position to guarantee something besides being ahead of their competitor in subscribers?

THE FAYE COMPANY,
F. L. MACFERRAN.

Pratt Food Changes Hands

The Pratt Food Company's account of Philadelphia has passed out of the hands of the Eugene McGuckin Company, also of Philadelphia, and gone to the Morse International Agency, of New York. The 1913-14 campaign is now being planned.

Hornell Goes to Hutcharm

J. H. Hornell, formerly in the copy department of the Dake Advertising Agency, is now head of the copy department of the Vancouver office of Hutcharm Company, Victoria, B. C.

Johnstone with Fuller Co.

Charles T. Johnstone, formerly vice-president of the Wyckoff Advertising Company, of Buffalo, is now representing the Charles H. Fuller Company, of Chicago. Mr. Johnstone will make his headquarters in Rochester, and in addition to his duties with the Charles H. Fuller Company will prepare copy and act as advertising adviser to The Menter Company, a clothing concern in Rochester, with stores located in the principal cities of the United States.

Good Will, Advertising and Income Tax

British Government Practice Suggests a Point Which May Affect Advertisers Now That the Income Tax is Law in the United States

By Thomas Russell

Advertisement Consultant, Clun House, London

NOW that the income tax is law in America you will have to face some problems which have long been familiar to the subjects of King George V.

Income tax at 7d. in the pound sterling, or nearly 3 per cent, was put upon us in 1842 by Sir Robert Peel for just the same purpose as yours—namely, to pay the cost of free trade. But we had had the tax off-and-on before that, generally as a war tax. In 1874 Mr. Gladstone promised to repeal the income tax, but did not deliver the goods. To-day it stands at fourteen pence in the pound, or about 6 per cent on unearned incomes, and ninepence on earned income, with a super-tax up to twenty pence in the pound if you are very rich indeed—just to teach you a lesson.

ASSESSMENT IS THE PROBLEM

In order to save citizens trouble and protect them against the danger of forgetting to pay on some part of their receipts, the Government collects from limited liability companies, and other concerns with numerous shareholders the income tax payable on dividends, and collects it at the full rate of fourteen pence in the pound. Now, by our law a man whose total income is under \$800 does not have to pay anything; and on incomes below certain figures a part or the whole of the first \$800 is free of tax.

Consequently a man of small means may have his tax paid for him by any concern in which he holds shares, when he is not entitled to pay it. In the case of manufacturers, traders, and merchants the ascertainment of the taxable income is a complicated

business; and here is where the question touches on our advertising problem.

Many people, and certainly the non-trading or non-advertising public in general, regard advertising as entirely a selling expense. Nothing is commoner than for a shopkeeper to argue in favor of substitutes and private brands that they can be sold cheaply because they do not have to carry the expense of advertising. A whisky distiller lately circulated a handbill containing graphics of his own whisky-bottle and advertised whiskies, showing the alleged proportion of the price represented in the latter case by advertising cost. He argued that his own whisky must be better, because all the price of it paid for spirits and none for publicity.

A rational view of commercial economics shows that advertising is, in part, an investment, capitalized as good will. It does not increase the price of merchandise, because it reduces the selling-cost by money more than it adds to the total trading outlay.

GOVERNMENT AND ADVERTISING

However sound he might be on this point, a trader would be glad to be allowed to charge the whole of his advertising against profits year by year, when computing his income for taxation. But the Government draws a distinction between advertising which is righteously chargeable as a current expense and advertising that is a capital charge employed in establishing good will. In some cases it has been insisted that as much as a third shall be thus capitalized.

The complexities of the income tax have created a new profession here and will no doubt cause the same profession to spring into existence in the United States. This is the profession of income tax adjusters. The most important concern in this business of which I know anything is the Income Tax Reclamation Association, 37, Queen Victoria street, London. This is a company whose sole business is to show

people how to make up their income tax return to the Government every year, and to claim all the rebates allowable. The company takes its pay in the shape of a percentage on the amount saved. Overpaid tax can be recovered from a reluctant administration for a period of three years back, and the Income Tax Reclamation Association knows just how to get it—which is more than the private citizen generally knows.

In order to obtain an authoritative ruling on the advertising question, I put the problem to this company, whose very able and courteous manager kindly gives me the following statement of the legal position:

"Advertising has been held to be not wholly and necessarily incurred in the course of a year's business and consequently not deductible from the gross profits. As a fact, however, the Government officials are almost always willing to allow a deduction. It is only when an exceptional and non-recurring effort is made to push a particular concern that the full amount is not allowed, such as usually occurs in the first year of business. It is then a matter of proportioning the amount, the recurring part to income and the non-recurring part to capital. In every case it is a question of fact."

This illustrates the usefulness of expert assistance such as the Income Tax Reclamation Association affords to its clients: because unless the return is properly made the assessing offices are very liable to make trouble about the advertising appropriation. They have a very strong case to argue that a large part of every year's advertising ought to be capitalized as good will, and I know some business houses which do, in fact, write their advertising account to good will and carry it as an asset. I do not know whether they pay income tax on it or not, but the letter which I have quoted seems to indicate that they need not.

In certain instances where a business is owned abroad the Government assessors appear to

have insisted upon the taxable income being computed *before* deducting from gross profits the sums spent in advertising. But the association says that this claim can be successfully resisted except in cases like those referred to in the letter which I have cited. Expert assistance in negotiating with the Government is evidently a sound commercial outlay.

The Fallacy of the Broadway View-point

MONTREAL, June 28, 1913.

Editor of PRINTERS' INK:

Amongst the most educational things in PRINTERS' INK are what I call the minor notes that come under correspondence and want ads. They usually have a nugget or two that point the trend of individual thought for those who have ears to hear.

George West Maffet, of Lawrence, Kan., finds fault with the illustration of a shoe ad showing a young man smoking a cigar. I suppose most of us would call him a Kansas crank and make a mental picture of a man with short pants and long hair. It doesn't follow. I once canvassed Lawrence, Kan., on a retail syndicate cut proposition, and didn't sell any goods. The cuts were made in New York. I learned that New York hasn't got the proper angle on Kansas or didn't have at that time. I made up a series for the West based on actual knowledge of Western thought and got enthusiasm and orders where I got none before.

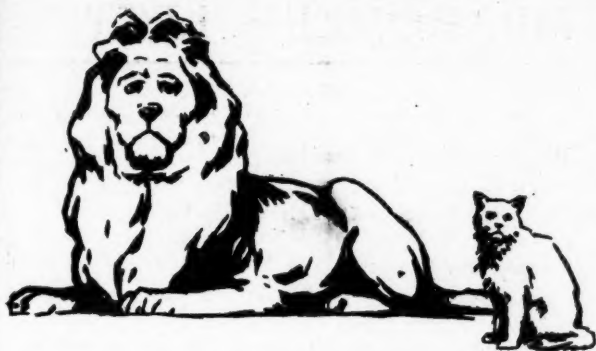
PRINTERS' INK has often pointed to the folly of seeing no further than Broadway. In Canada, Broadway view-point doesn't go. The Broadway man is apt to carry around with him a sort of contempt for the Kansas thought or the Canada thought to the loss of results when he puts himself in print before either. We all have much to learn.

The Hon. Maffet is one of the straws that shows how the wind blows. Conv that suits the East may not suit the West, and vice versa. The man who can see the four points of the compass in preparing national copy is mighty scarce.

Mr. Calkins has done a favor to the fraternity in giving us the Maffet point of view. Kansas and other "tall grass" states are to be considered when we take a "double spread." Also the Kansas point of view has to be "sold" to the man who pays the bill. How many of us can sell it right?

D. A. REIDY.

Charles McMurdy, who resigned recently as advertising manager of the Emerson-Brantingham Implement Company, Rockford, Ill., is now connected with the Chicago office of the Ethridge Company.



Are they
“LIONS”
of Advertising—or only
“CATS”

*An exchange of letters between
John Irving Romer of Printers'
Ink and H. E. Lesan of the
H.E.Lesan Advertising Agency*

MR. ROMER'S LETTER

May 12th, 1913.

MR. H. E. LESAN, *President*

H. E. LESAN ADVERTISING AGENCY

440 Fourth Avenue, New York City

My dear Mr. Lesan:

Since you ask me my honest and candid opinion of the "Advertising Mirror" campaign which you are running in PRINTER'S INK for the Lesan Advertising Agency, I feel that I am obliged to give you my best thought, let the chips fall where they may.

The "Advertising Mirror" was a bully good idea. The "Mirror" itself was well worked; the first three ads which you ran giving the "Mirror" in installments, were extremely interesting and forceful. I have no doubt in my mind that this was good advertising for your agency.

Having said so much in favor of this idea, I must now tell you that I do not think the follow-up ads are at all in the same class.

You said you wanted the outside view-point, and I consulted five other people besides myself, whose judgment I value. In each case they spoke well of the original advertisements, but said they had not been reading the follow-up copy. I find that it is just as I surmised when you were in this office. A person having read the complete "Advertising Mirror" feels that he has become familiar with the subject and passes up future advertisements under this head.

Now, of course, as you know from your own experience, it is easy to get a great many different kinds of opinion on a particular piece of copy. One man will praise it and another man will condemn it. So I did not venture to give you my own unsupported opinion, but when I find that it is supported by five other individuals, I think there must be something in it.

So much for destructive criticism, which is always unpleasant to give. Can I suggest anything better?

Well, if I were in your place, I think I would determine, first of all, how much money I had to spend in PRINTERS' INK during the coming twelve months. I

would then divide that appropriation over a series of four page inserts in two colors. I would make the copy clear, interesting and appealing—an example of the very best advertising that the Lesan Agency can produce. I think you yourself ought to write it, very much in the vein of the New York Central advertising, which is being generally praised. If your advertising in PRINTERS' INK is right, I am sure it will mean a great deal to you. It will pay you to put the very best thought and effort into it. It is not enough that you should use space with us, but you should make the best possible use of that space, for the ability and calibre of your agency to handle other people's advertising will be judged by the way you advertise yourselves.

Another point is that I would display the name of the agency with reasonable prominence. You told me when you were here that your object in doing this advertising was to standardize the name of your Agency in the minds of national advertisers generally. Yet in your copy the name is "run in" in small type so that only the careful reader of the entire advertisement will know who had put out the advertisement. You told me about meeting a man on the "20th Century" train who was in the iron business and said he was familiar with the name of your agency through having seen the old display ads in PRINTERS' INK. You also told me of another case of that kind. Now, don't you think it is important to combine the straight reading or argumentative style of advertising with the display or sign form? Isn't that just what you do for your own clients? I do not think I ever saw an advertisement of the New York Central Railroad where I was in doubt as to who was putting out the advertisement. I understand your natural modesty but at the same time I think you ought to give yourself as fair a showing as you would one of your clients.

I hope you will not misunderstand me in writing you so frankly. It would, of course, be more to my interest to tell you that the series of advertisements you have shown me are simply fine and to encourage you to go ahead with them just as they are. But you have asked me very frankly for my opinion and I feel bound to give it to you in the same spirit, for you to accept or reject just as you like.

With kind regards to yourself, and Mr. Gordon, I am,

Very truly yours,

(Signed) JOHN IRVING ROMER,
PRESIDENT.

MR. LESAN'S REPLY

New York, May 24, 1913.

MR. JOHN IRVING ROMER,
PRINTERS' INK PUBLISHING CO.,
12 West 31st Street, New York City.

My dear Mr. Romer:

I am very much interested in your kind and frank letter of May 12, in which you advise us against running any further "Advertising Mirror" ads in Printers' Ink, and suggesting what you consider more effective advertising ideas for the H. E. Lesan Advertising Agency.

When your letter was received, a few vagrant doubts about the matter in our own minds were almost crystalized into the conclusion that you were right.

And then we decided more strongly than ever that these Mirror ads, or some Mirror ads, were good advertising for us and decided to ask you to "reopen the case for further evidence," or at least for "further argument."

I believe that as Thomas B. Reed said of Theodore Roosevelt, the advertising business is now "discovering the Ten Commandments," and I wondered if we could not adapt the moral principles contained in the Mosaic decalogue to the advertising business of today.

The "Mirror" was the result.

It attracted considerable attention.

In fact, it made what might be called a moderate "hit."

But I had not meant that the "Mirror" should die out as "a hit." It was intended as a platform for the H. E. Lesan Advertising Agency—its compass, its declaration of principles, its rainbow of promise, its confession of faith, its pillar of cloud by day and fire by night, its whistle in the graveyard of temporarily buried hopes.

It was also intended to keep this platform, or parts of it constantly before the advertising public to help swell the progressive chorus described by Oscar Straus as "half militant, half religious and wholly patriotic."

We felt that advertisers or prospective advertisers who wanted to do business with such "idealists" would find our address on the advertisements.

We felt that if we got no direct returns at first, we could still read the ads over to ourselves each week—and wait.

And frankly, we did feel that with the astonishing ethical changes going on in the advertising business at present, we would get profitable direct returns—in time.

Your own letter to which I am now replying is one instance of the great ethical change through which the advertising business is passing. How many publishers, ten years ago, would have had the hardihood to advise an advertiser to discontinue the use of any sort of copy in his publication?

Would not the big majority of publishers have said that the ads were all right and to continue running them, or that the kind of copy used wasn't their business?

The typographical suggestions you make in your letter are good, and we will adopt them.

Now, about the rest—a thought—perhaps a happy one—strikes me.

You know when the new Public Library was built here in New York, and the heroic stone figures enshrined in front thereof, the New York Sun asked the question "Are they lions or are they cats?"

And in a carnival of correspondence from "Constant Readers" for several weeks, the Sun gave hundreds of opinions as to the zoological intent of the sculptors.

Suppose we buy an insert such as you recommend in the earliest available issue of Printers' Ink and publish your letter and this one together with the current "Mirror ad"—get out a booklet containing all 33 "Mirror" ads, with an offer to send it to all comers and ask the readers to help us decide whether we are the champions of advertising "lions" or only "cats"?

Sincerely yours,

H. E. LESAN ADVERTISING AGENCY,
(Signed) H. E. LESAN, PRESIDENT.

One of the "Mirror" ads which these letters discuss is printed on the following page. We are printing the book mentioned in Mr. Lesan's letter and will be glad to send a copy on request

Address

H. E. LESAN ADVERTISING AGENCY
440 FOURTH AVENUE, NEW YORK
CHICAGO OFFICE :: OLD COLONY BUILDING

ALMOST anybody would take a paper he didn't care to read if you gave him real money as a premium. As this is generally known in advertising circles, the publisher sidesteps any harmful inferences by showing advertisers how he got his list.

The Advertising Mirror says the ideal Publisher "is especially proud of the means by which his subscribers are secured."

"The Advertising Mirror" complete, reflecting typographically the ideal Agent, Publisher, and Advertiser, may be had on request from

H. E. Lesan Advertising Agency
440 FOURTH AVENUE NEW YORK
OLD COLONY BUILDING CHICAGO

Campaign to Improve Trade Conditions

Particulars of a Joint Effort Undertaken to Modify Sentiment Against Wrought Iron—How the Copy Was Worked Out—Greater Consideration for the Product as a Result

By G. D. Crain, Jr.

WHEN the trade situation is unfavorable to a particular commodity, the producer sees the limit of his trade territory shrinking and realizes that if he continues to get only his proportion of the business he will necessarily sell less than before, and that it is either a question of beating competitors out of business they have been handling—always a difficult operation—or changing the sentiment governing general trade conditions.

The latter plan is obviously the more satisfactory, since its successful operation would mean larger markets and more sales for everybody, and consequently more permanent and substantial prosperity for every member of the business, not temporary success for one at the expense of the others.

But sentiment, because of its intangible nature, is hard to get at, hard to combat, hard to alter. It is possibly for the reason that the public at large has accepted the idea that "individually motor-driven," for instance, means the acme of excellence in factory equipment that manufacturers of electrical machinery

find it easier to sell their goods than concerns putting out steam plants. The latter are fighting a sentiment which is a strong, ever-present factor in determining sales; and yet it is something which they are not always able to pin down and carefully dissect.

In the automobile field, electric lighting and starting systems seem to have caught the popular fancy, and it is consequently worth noting that the efforts of the largest manufacturer of gas-lighting equipment for motor cars has been devoting most of his advertising efforts of late to strengthening public sentiment in favor of gas, and has not been talking much about the excellence of his particular product in that field.

Where sentiment is changing and is affecting the entire trade or a section of the trade, it is time



The Business Message of the Wrought Iron Bar

CHAPTER V—ON ASKING THE IMPOSSIBLE

If the pure food laws could be extended in scope so that they would be "pure goods" laws, a number of trade names now in common use would be employed a good deal less carefully than they are at present.

For instance the terms, "puddled iron," "muck-bar iron," "refined iron" and the like.

Each of these terms, rightly used, stands for a certain definite quality in the finished wrought iron bar. But when a buyer insists on specifying "refined, puddled, muck-bar iron" at the price of the cheapest steel, he simply invites promises from salesmen which he knows that every salesman knows are impossible of fulfillment; and if he deals with a reputable mill he gets the nearest approach to refined (etc.) iron that can be produced at the price named.

As we said before, wrought iron is a

made-to-order product. The range from the prices quoted by any reputable maker on the cheapest commercial bar to the prices quoted on refined saybolt iron, represents almost exactly the difference in the cost of manufacturing these widely differing products.

You can't get gold dollars for 60c. from an iron manufacturer any more than you can from a bank; and the mill that promises to do it probably gets a little the best of the bargain.

You get what you pay for in this very practical world; and one highly encouraging sign is the steadily growing demand for special grades of REAL wrought iron, and the willingness of the wisest buyers to pay a price that will permit the mill to give, in full measure, the QUALITY specified.

The peep into processes which we give in the next few talks will make this clear to you.

The Burns-Puller Co., Cleveland, Ohio
Interstate Iron & Steel Co., Chicago, Ill.
Ohio Falls Iron Co., New Albany, Ind.
Highland Iron & Steel Co., Terre Haute, Ind.
Fort Wayne Rolling Mill Co., Ft. Wayne, Ind.

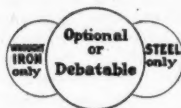
for competitors to make common cause together, because the interests of all are directly and vitally involved.

In the iron business an interesting campaign, conducted entirely in the trade journals, has been going on for the past three months, having in view a radical change in the impressions of those consuming iron with reference to the relative merits and desirability of steel and wrought iron. Steel means to the average mind just about what "individually motor-driven" does; and anything that is made of steel is usually believed to be a superior article. Even those technically trained have fallen into this error, if error it is; and consequently the interests of wrought iron manufacturers have been suffering. They have seen steel used for purposes for which their product was much better suited, and steel manufacturers even invading their own territory by putting out pseudo wrought iron under various trade names that, it is asserted, is nothing more nor less than steel made by a slightly different process.

Steel, which is manufactured in large lots and is consequently a cheaper product, from the standpoint of costs, than wrought iron, could frequently be had at a lower price than iron, although this is not always the case; and hence consumers tended to lean to steel for that very reason. Bar iron, especially, has been affected, and manufacturers of wrought-iron bars began to wonder whether they were going to be able to hold even a part of their great business.

FIVE MANUFACTURERS MAKE COMMON CAUSE

Five manufacturers of wrought-iron bars in the Middle West got together a few months ago and talked over the proposition which had been suggested to them, of going before the trade with a clear and definite statement of the character and advantages of wrought iron, dissipating mere



The Business Message of the Wrought Iron Bar

CHAPTER II—THREE FIELDS

Our message is to men engaged in the metal-using trades who are honestly looking for more light on the efficiency and permanence of their products, or work.

We may classify our message into three general divisions as shown in the diagram.

Naturally our labors will be largely devoted to the second or "debatable" ground, because it is in that field that we can render our readers the most lasting service; for it is a melancholy fact that some manufacturers are using steel for purposes in which Wrought Iron alone should be used. And if we point out this error rather plainly we shall expect to receive sufficient praise

from the men benefited to offset any unpleasant comment that may come from men aggrieved.

Wrought IRON is tough, fibrous, ductile, with tremendous resistance to shocks or vibrations and with a large factor of immunity to corrosion. It is made largely by hand in small heats, and is a quality product.

STEEL is crystalline, rigid, with less power of resisting shocks or multiplied vibrations and a greater liability to the attacks of acids or other corroding agents. It is made largely by machinery, in large quantities, and is a tonnage product.

We will dig deeper into this subject as we go along.

Ohio Falls Iron Co., New Albany, Ind.
Highland Iron & Steel Co., Terre Haute, Ind.
Fort Wayne Rolling Mill Co., Fort Wayne, Ind.
The Bourne-Fuller Co., Cleveland, Ohio
Interstate Iron & Steel Co., Chicago, Ill.

ONE OF A SERIES OF PRACTICAL TALKS

impressions and vague ideas about steel in favor of clear-cut and reason-why arguments in favor of iron. The plan was finally approved and the work of preparing the advertisements was put into the hands of the Chicago representative of *The Iron Age*, who had originated the idea.

A series of twenty-six advertisements was prepared, covering

Leslie's



Leslie's—the oldest illustrated Weekly Newspaper in America

Do You Know This?

In a recent monthly circular of the Advertisers' Protection Society, London, England, appeared the following American note:

"Our good friend, Mr. Willis H. Post of Grapenuts, Ltd., now in the United States, has been good enough to send over a book published by Leslie's Weekly, giving particulars of the sales of that popular journal.

It is a truly wonderful production and gives the advertiser every possible information as to the circulation and distribution of the journal; indeed, it is difficult to see what more they could tell, unless they could give the name of each person that read the paper. We shall be glad to show this to anyone who cares to see it. We have nothing like it on this side of the water."*

The editions of **LESLIE'S WEEKLY** are now over 400,000 copies weekly. We guarantee a net sale of 350,000 or rebate, pro rata.

* We can do that too, for we have the names of 376,000 annual subscribers on our list. Furthermore, we can tell you the occupation of every subscriber.

The subscription books, mail list, and all of our records are open to any advertiser or agent at all times. We are not only willing, but anxious to give any information desired.

The subscription receipts of **LESLIE'S WEEKLY** are over two million dollars annually.

CHARLES B. NICHOLS, Advertising Manager
225 Fifth Avenue, NEW YORK Marquette Building, CHICAGO

PATRICK F. BUCKLEY
Western Adv. Manager
Marquette Building, CHICAGO

HENRY M. BEACH
N. E. Adv. Manager
Old South Building, BOSTON

HOWARD P. RUGGLES
Eastern Adv. Manager
225 Fifth Avenue, NEW YORK

the entire field of argument. These were to be run weekly in *The Iron Age* and three other papers selected at the same time. They are the *Iron Trade Review*, which, with *The Iron Age*, covers the general industry acceptably; the *Railway-Age Gazette*, which goes to a large consuming field, and *Farm Implement News*, which covers the manufacturing as well as the distributing departments of the farm implement business thoroughly. The concerns contributing to the advertising fund raised for the purpose are the Ohio Falls Iron Company, New Albany, Ind.; Highland Iron & Steel Company, Terre Haute, Ind.; Fort Wayne Rolling Mill Company, Fort Wayne, Ind.; the Bourne-Fuller Company, Cleveland, Ohio, and the Interstate Iron & Steel Company, Chicago.

THE FRANKNESS OF THE APPEAL

The first advertisement was run January 9, and announced in a general way the purposes of the campaign. The announcement is worth reproducing, as indicating the perfectly candid manner in which the rock-bottom facts of the business were to be handled:

"Here begins a series of practical talks on the rightful place of wrought iron in the metal-using industries of the country. We who sign these frank statements of facts have devoted our lives to the manufacture of wrought iron. We know the virtues of iron. We know, from practical experience covering many years of business activity, the conditions of shop practice and of ultimate use where wrought iron is better than steel, and we recognize and will describe with equal candor the conditions in which steel is better than iron.

"We expect to make these articles of such practical value that they will be read eagerly from week to week and preserved for future reference by every man who is seeking the highest efficiency of his shop and of his product. Some of us are also makers of steel bars, and this fact is a guarantee that our advice will be sound, practical, impartial.

"If these articles shall be of practical help to any considerable number of buyers and users of iron and steel, and if they shall serve to counteract wrong impressions created by zealous claims made by producers of steel bars, and thus establish wrought iron in its rightful place in the minds and in the shops of representative manufacturers of the United States and Canada, we shall feel our labor is not in vain.

"It will be a pleasure for any or all of the undersigned to answer any questions that arise during the reading of these talks, and to offer sound advice, backed by practical and scientific reasons why."

DEPARTURE FROM USUAL COPY METHODS

Full pages, illustrated with drawings and photographs intensely relevant to the subject being discussed, have been used. No general advertising agent has figured in the business, as far as the writer knows, and all of it has been placed direct. The usual method of writing copy has been departed from, and the material was gone over and put into shape for use at an all-day conference in Chicago several months ago, at which every one of the five big manufacturers gave his views and made it possible for the representative of the trade journal to write with authority. Naturally, every ad has had the ring of truth and sincerity, which may account for the deep impression the series has made on the trade.

Another interesting feature of the campaign is its small cost. Although something like one hundred full pages will have been used by the time the advertising is completed, the entire cost of the effort will be not more than \$7,000, or about \$1,400 for each concern which has entered it. Think of a manufacturer attempting to convert the consumer trade with an appropriation of that kind! And yet, as far as the extent of the interests involved is concerned, this campaign is just as important as though it were being run in the largely circulated maga-

zines or newspapers, instead of a group of "class" journals.

Co-operative trade advertising has been developing rapidly during the past few years, and in many instances has proved its worth. Communities which have not had "market prestige" have gained it by advertising the market as a whole, individual members of the interested trade joining in this work. Button and eyelet manufacturers have recently fought out the question of shoe styles in trade journals covering that field. There are scores of opportunities for trade journals to perform splendid service similar to that which has been described, but it is a question whether professional advertising men have the technical knowledge to assist in producing campaigns that would really get under the skin of the interests addressed.

While the full benefits of the campaign have not yet been realized, results have already been pretty definite. One manufacturer reported inquiries from large automobile concerns which are considering the use of wrought iron in their radiators, which are subject to great vibration. One of the best statements of the case is that of Silas J. Llewellyn, president and general manager of the Interstate Iron & Steel Company, of Chicago, who said, in answer to an inquiry:

"We cannot positively claim any great change in conditions or sentiment as yet in the attitude of buyers toward the material advertised. We do notice, however, that the campaign has produced a sentiment or attitude of respectful consideration toward our material, and we think that we have dignified our product in a way that will produce results in the future."

Roy A. Gray, formerly of the Catalog Service Corporation of Indianapolis, is now in charge of the advertising department of the Buck Stove & Range Company, St. Louis.

D. E. Levy has been appointed advertising manager of Stix, Baer & Fuller Dry Goods Company, the largest department store in St. Louis. He succeeds F. R. Parsons.

Old Hampshire Bond

It's as necessary in business as the right typewriter and a good stenographer.

Write for Old Hampshire Bond Book of Specimens on your present letterhead.



**HAMPSHIRE
PAPER CO.**
South Hadley Falls, Mass.

*The only paper makers in
the world making bond
paper exclusively*

Printed Monthly
in
Printers' Ink

THE MAHIN

JULY 1913

CHICAGO



CURRENT NEWS in a new form—the monthly story formerly told in our little magazine—explains how we co-operate with our customers in solving sales problems by the use of *Newspaper, Magazine, Farm Paper, Trade Paper, Street Car, Poster, Mail Order, Outdoor Space and Follow-Up Matter.*

MAHIN ADVERTISING COMPANY, Chicago

JOHN LEE MAHIN, President WM. H. RANKIN, Vice-President H. A. GROTH, Secretary

INCREASED BUSINESS FROM INTENSIVE ADVERTISING

Farming isn't the only field where intensive cultivation can be used to advantage. The success of the Geiger-Fishback Company proves it.

This progressive Hoosier concern imports and manufactures food products, comprising a full line of coffees, teas, spices, flavoring extracts, baking powder, etc.

Some of their products are distributed rather widely, but the largest part of their business is concentrated in Indianapolis and its natural trade territory—which means a good share of the state of Indiana.

About 14 months ago we mapped out a campaign of steady week-in-week-out advertising for this company, utilizing newspapers and street cars in the district covered by the distribution.



Today they have the trade of this territory selling their goods in large quantities. Many dealers have been added, and the average volume of dealers' business has

been increased far beyond expectations.

The advertising has been centered around two products—F. F. F. Coffee and Virginia Sweet Pancake Flour—and mere mention has been made of the fact that there is a general line. The result has been not only to bring a great increase in the sale of the advertised article but of the entire line.

In the days before the advertising, The Geiger-Fishback salesmen were accustomed to stop at the dealers' doors, with a wagon full of fresh goods, and orders were filled on the spot. The increased business has

called for a new method, which carries out the same policy of small, frequent deliveries. Now, the salesmen use automobiles for covering territory quickly and often, while deliveries are made by automobile trucks.

The experience of The Geiger-Fishback Company could be used with profit by many manufacturers now withholding advertising, awaiting national distribution.



THE MEASURE OF A SALESMAN'S EFFICIENCY

A salesman is paid by the customer of the house—not by his employer. If every man and woman in every organization felt that everything he or she does is a matter of actual service to customers of the house, and if this thought kept continually in mind, it would raise the standard of business efficiency beyond anything yet dreamed.

If a salesman, when he calls on a grocer, would look at him, not as an individual, but as the trustee of a group of sixty to one hundred families, how much greater would be the results of his efforts?

He would not only adapt the line of his selling to the self-interest of the grocer, but would educate the grocer to an appreciation of his own responsibilities.

The essence of an institution, after all, is the group spirit. The larger the group which an individual can influence, the bigger that person becomes.

Perhaps the matter has never been presented to you in just this way. Perhaps, even, you have been thinking along these lines. At any rate, may we not correspond with you, or talk to you personally in our own office and determine if our thoughts and our efforts cannot be adapted to your own problems?

NOTE—This is Messenger No. 5 in its new form. Copies free

N MESSENGER

Mahin Service
Increases
Sales Efficiency

CHICAGO

TENTH FLOOR MONROE BUILDING

YOUR SERVICE SOUND ON "ALL FOURS"?

Our service to the advertiser has gradually developed the following classification which we call "the four cardinal points." They are as follows:

Our *counsel* on the *mediums* best for advertiser to use is based on an experience which includes the purchasing of space by some of the shrewdest business men in the country, and some of the largest, as well as the smaller, users of space.

We have everything to gain by advising our customers how they can most economically reach the people whose trade they desire. To know how to single out these groups of people and just how to reach them most effectively is our specialty.

Our *buying power* is exceptional, because it is in charge of men who have formerly made a specialty of buying space, in every kind of medium, newspaper, magazine, farm paper, mail order, street car, theater, outdoor, trade paper, etc., and because these buyers are unhampered by price or obligation. Their one motive is to buy for the best interests of our customers. These producers like to sell to this kind of buyer.

Copy, including text, illustration and layout, is another vital point in a campaign. Using this, we have specially trained a staff of copywriters to give a team-service which, coupled with the conference work done with our customers, has never been equaled for strength and efficiency.

Some of our greatest successes have lately resulted from the *sales co-operation* we have been able to give our customers, working all along the line, with manufacturer, sales-manager, salesmen, advertising manager, jobber, dealer and consumer, in any which inspires the confidence and enthusiasm of all, enabling them to see within the advertising renders a valuable economic service to each.

VERBAL: Ride a steed that is sound on "fours"—a limp should arouse your suspicion.

Let us show you tangible evidence of the value of these four cardinal points to your business.

YOU CAN COMMAND A GOOD FIRST IMPRESSION

Advertising has been defined as "salesmanship in print", and for that reason the dress or appearance of advertisements should have much careful consideration before they are sent out to introduce the manufacturer to the millions who read them.

Appearance comes first. No matter how convincing the argument, or how pleasing the story told, unless the appearance of the advertisement first arrests the attention of the reader, it stands poor chance of being read at all.

Believing all this to be true, and with an eye single to being of greatest service to its customers, the Mahin Advertising Company maintains a typesetting department second to none in completeness of equipment, in which the typographic appearance of every advertisement is worked out with thought and precision by men who have had wide experience in this particular branch of the printing industry.

This plant is being constantly brought up to the highest standards, and those who are competent to judge have pronounced it "the last word in printing office equipment."

Working as it does, hand in hand with our other departments, the typesetting department seeks to dress its product in such a manner as to attract instant attention and to make lasting impressions.



A manufacturer within a night's ride from Chicago, who cannot advertise to the public and who does not spend over \$4,000 to \$5,000 per year for space and printed matter, finds our counsel and service a good purchase at \$2600 per year in connection with his selling problems, trade advertising and house organ work. This customer frequently comes to our office for conference, working mostly with one man, but calling in others for consultation on points upon which their advice is especially valuable.

HARPER'S MAGAZINE

A net cash paid circulation of more than 100,000;
more than 90,000 householders;
more than 70,000 home owners;
a high percentage of men in executive positions;
a very large proportion of readers with abundant
means and occupying positions yielding substantial incomes and
a total of more than 600,000 readers.

In the estimation of a majority of those familiar
with Harper's, it is the best magazine published.

In short, uniform quality of circulation of the
most desirable character for advertisers of
meritorious products.

Our circulation books are open to your inspection

PAGE RATE \$225.00

HARPER & BROTHERS
FRANKLIN SQUARE NEW YORK

Diary of a National Advertising Manager

By Roy B. Simpson

Adv. Mgr., Roberts, Johnson & Rand Shoe Co., St. Louis

SEVENTH WEEK—THE AGENTS ARE AFTER ME

YESTERDAY was the happiest Sunday I ever spent. We are settled in our new home on Maple avenue and we now feel as though we were citizens of Jaynesburg. My little side partner has been received into the Women's Thursday Club and already has a big bunch of charming friends.

Several of our new friends came in to see us in the afternoon and remained for tea. I sure did swell up with pride when I heard them say so many nice things about Jane.

Contrary to my expectations, not an advertising agent put in an appearance to-day. They let me alone, and I worked over the funniest bunch of mail that ever came over my desk in a single day. Monday always brings the heaviest mail of the week, and I guess the same rule holds good all over the country.

The first letter I opened was from a young man in Tennessee, who wrote as follows:

"I here that you are the biggest stove concern in the world. You want to make your business grow and I have in idey that will help you.

If you will youse it let me no or I will send it to somebody else."

This threat made me shudder, so I told him to explain his "idey" and then we would tell him if we could use it.

The next letter I opened was from the publisher of a trade-paper whose representative called on me last week. I explained our plan in detail to the representative, and told him this was not the right time of the year to increase our trade-paper advertising, and I requested him to kindly refrain from bothering me until next November—six months

hence. When I read the letter it made me sore. It was more insistent for our immediate business than any of the arguments presented by the publisher's representative. Ten seconds later it was in the waste basket.

Another letter was from an expert advertising counselor in a small Wisconsin town. He informed me that he had just read our advertisement in a publication that we had never used. He declared that he had received an inspiration for a wonderful mailing folder and would be pleased to submit it, subject to our approval, for \$10.00.

Another letter from an advertising agent in New York contained the shocking information that it would be a serious mistake for us to make any agency connections before we heard their story, and they claimed to have something that no other agency had ever thought of. Their letter also went to the waste basket.

Another letter from the advertising manager of a well-known magazine was signed "J. M. Spring, per M." Below the signature was a rubber stamp, "Dictated but not read." I figured that the letter could not be worth much if the writer didn't think enough of it to read it after he dictated it, but I read the letter and found it full of errors, and one paragraph was a senseless jumble of words, probably due to the inefficiency of his stenographer.

FORM LETTERS AND WASTE MATTER

Something like eighteen letters were of the mimeographic variety and were very poorly filled in. They came from novelty concerns, printers, and others wanting our business, and there wasn't a line of real salesmanship in any of them. One of them was from a young man in Cincinnati who

wants a job as assistant advertising manager. It looks as if he were up against it, as the letter was of the "form" variety, and he has probably sent the same letter to a hundred other national advertising managers.

Sometimes, like any other man, I can be fooled with a form letter, and once in a great while I get letters of this kind that are worth keeping, but it makes me sore to be dealt with along machine-made lines. There were many letters from our customers pledging their co-operation. This is pretty good evidence that our salesmen are getting busy with the story that our advertising department has been reorganized, and that we are going to help our customers sell Crescent Stoves and Ranges.

Out of thirty or forty booklets and folders received, there were only three good enough to occupy a permanent place in my library of advertising literature. The rest of the stuff went to the waste basket, and the poor old basket was simply groaning with its load. Some of these days when I have a little time I am going to estimate the cost of the so-called advertising matter that goes to the waste basket.

TUESDAY NIGHT.—I haven't done a thing all day but talk about agency service, plans, rates, space, purchasing power, advisory boards, and other arguments advanced by advertising agents who are striving to land our account.

The first agency man to see me was Casland, who has been handling our account for ten years. For several years past we have been taking a flier in newspapers, using about 4,000 lines of space in the whole list. Casland has been handling this business on a basis of "net plus 7 per cent" for his services, but I can't see where he is giving very much in the way of service. He usually shows up in our office about three weeks before the newspaper campaign begins, and when he presented his reasons why we should give him our new business I reminded him of his neglect.

He intimated that he could make us a little better proposition,

but that didn't look good to me, and I told Casland to wait until his competitors had presented their claims.

My old friend, Eddie Wheeler, was seated at my desk before ten o'clock. He is with the McNab Agency, of Chicago. I like Eddie, but I don't like the ready-made plan submitted by his concern a few weeks ago, and much to my regret I felt it my duty to inform him that there was nothing doing, and, furthermore, it should not be necessary for us to go outside of Jaynesburg for an advertising agent.

I want an agent whom I can go to lunch with every day, if necessary. I want somebody that I can talk to face to face when I have to. I want a live wire that I can put my hands on within five minutes' time.

Tom Edwards, of the Standard Agency, the man who gives automobiles as premiums, said that he wanted the business and was going to get it. He came to the point by asking me bluntly, "What do you want out of this, Hawkins?" I replied that I wanted a square deal for the house and furthermore I wanted him to get out of my office dashed quick, or I would throw him out.

Eddie Bridges, of the Freeman Agency, made a strong talk for his concern. He claimed to have a larger purchasing power with the publications we are to use than any other agent in the city. He declared that he could take the business on a two per cent basis and then make more money for his concern than any other agency in the city could make on a card basis. The Freeman Agency has two artists, five copy men, three solicitors, and a big office force. They are handling some nice accounts, but I don't believe they can give me much in the way of service and handle our business on a two per cent basis.

Dick Baker, of the Star Advertising Agency, claimed to have an "Advisory Board" of twenty advertising and merchandising experts, but Andy Tolleson says their total organization is composed of twenty-one people. Their "Advisory Board" must consist of

NEW RATE CARDS showing rates to take effect February 1st, 1914, are being sent to advertisers and agents this week.

It is necessary for us to reserve the privilege of making any changes in these rates without notice on account of the constant increase in our circulation.

Collier's

THE NATIONAL WEEKLY

A. C. G. HAMMESFAHR

Advertising Manager

J. E. Williams
Chicago Office

J. D. Hooley
Boston Office

THE

Los Angeles Times

Is delivered regularly by carrier into the majority of the homes of Los Angeles and the whole Pacific Southwest.

It has a larger percentage of home circulation and home readers than any other paper printed in the Western portion of the United States. This fact explains why The Times prints year in and year out a greater volume of high class advertising than any other paper in the United States. This wonderful home circulation is the chief factor in giving The Times its acknowledged prestige and in making its advertisements invariably a good investment.

The Times does not print "bull dog editions," take back unsold copies or resort to any of the devious methods of some of its contemporaries for the purpose of unduly swelling its circulation statements.

Record for the First Six Months of 1913

Advertising.....	9,372,300 lines
Every Day Average Circulation...	66,011 copies

Foreign Representatives

Williams, Lawrence & Cresmer Co.....	New York and Chicago.
R. J. Bidwell Company.....	San Francisco, Cal.

everybody but the office boy. To make it complete they ought to bring him in and make it a board of twenty-one. An odd number is better than an even number in case of a tie vote.

By four o'clock the whole crowd had been in to see me except Harry Watkins, of the Clark & Thomas Agency. I 'phoned him and found that he was out of town, but Mr. Clark informed me that they did not solicit accounts. He reminded me that Mr. Watkins had called on me and explained their policy in a few words, but if I personally wished it he would come to my office and give me any further information desired. I told him to come on.

At the outset Mr. Clark declared that they did not split commissions. I told him that I had never asked it and would not begin by asking him.

WHAT THE LUCKY AGENCY MUST DO

"What I want is an advertising agent who can do things. We are going to spend about \$150,000 during the next year in publications, and they all pay a commission to advertising agents. This commission will average about 12 per cent. The advertising agent who gets this business has got to earn about \$18,000."

None of the men I talked to this morning could earn half that much. If they had their desk in our office and were receiving a salary equivalent to the commissions our account will yield them they would get fired inside of three months. I told Clark I would think it over.

Within five minutes after Clark left my office Nat Wile, the reporter for the *Gazette*, came rushing into the office, all out of breath. Nat is a friend of Tom Edwards, and he's the piker that informed me the first week I was in Jaynesburg that Tom would make it easy for me to own an automobile. As soon as he could get his breath Nat informed me that he wanted to know whether we had made a decision on an agency, and I replied, "No, nothing doing as yet."

"But just listen to this," said

Nat. "I met Tom down the street, and he said that he was willing to take your business at 1½ per cent lower than the lowest offer you have."

At this I nearly busted. Nervy Nat was politely informed that we would not deal with the Standard Agency on any basis.

Just as I cooled off and cleaned up my desk for the day Andy Tolleson came in, and I asked him to go out to my house for dinner. He accepted. We discussed the agency proposition for two hours. Andy thinks I ought to tie up with the Clark & Thomas people, but I reminded him of the information and data obtained from personal sources about all the agencies in Jaynesburg.

One of the first moves I made after coming to this town was to start a little sleuthing campaign and get the complete dope on this agency proposition. None of the bunch here can give me anything more than I can give myself, and I believe that we can do some things for ourselves that no agent can do for us.

Andy has served us for so many years, and he knows our proposition so well that I persuaded him to make the plunge into the agency field. He is willing, but he fears that he cannot get the recognition, and his capital is not large enough for him to swing an account like ours.

"But look here, Andy," said I, "you are well known and your credit is good at several of the banks. No agent in Jaynesburg has a better rating than you have. It should be an easy matter for you to arrange a line of credit. I want you to make a start, because I believe you can be of more assistance to me than any man I have met. Many times you have saved us \$200, \$500, and, in some cases, \$1,000, by originating ideas that were better than the propositions offered us at higher prices. You have charged us only for the drawing and the engraving. You may call it friendship, and some of your competitors may claim that you are an easy mark, but the only term that properly applies is *Service*."

"Now, Andy, here's the point: I am not going to ask you to split your commissions. I believe that the work you will do for us and the assistance you can give us in carrying out our ideas and policies will be worth every cent of the 10, 12 or 15 per cent commission paid by the publishers.

AGENCY QUESTION SETTLED

"Don't be alarmed about getting recognition from the publishers. Our national campaign will be confined very largely to family journals and farm papers, and my acquaintance with that bunch of live wires will help you get recognition. I will write every one of them a personal letter and explain the whole proposition.

"Of course, you must have some other accounts than ours. I know of a big washing machine manufacturer in Chicago who is about to inaugurate a campaign, and I can get this account for you. Jack Henderson, who has perfected two or three new furniture specialties, told me yesterday that he expects to spend about \$30,000 during the next year to advertise his goods.

"You know Jack, and he likes you. I will see him and get this account. Then there are two or three other smaller accounts you can get if you will only go after them."

As a result of this conference, Andy decided to enter the agency field. He has a staff of eleven artists, which is a larger art force than all the other agents combined. He has his own engraving plant, and he is equipped to turn out everything from a cheap zinc etching to the finest multi-color plates. He has several good copy and idea men, who have heretofore devoted all their time to special booklet work. One of them has sold merchandise behind the counter and on the road, and another one has had considerable newspaper experience. It didn't take long to convince Andy that he has a lot of new ideas for the agency business, and it was on this basis that we got together.

It is now one o'clock in the morning, and a cold shower will

fix me up fine for about five hours' sleep.

* * *

WEDNESDAY.—This morning I informed Mr. Adams that we had selected our agency, and without asking me anything about our choice he gave me the letter that he had just received from Clark. Clark wrote in a very personal way and reminded Adams that I am a new man in Jaynesburg, and he would greatly regret seeing me making any mistake in our agency relations.

Then I informed our president that Andy Tolleson would get the business, and told him the whole story of how it came about. Mr. Adams remarked that he had known Andy for a long time and he was delighted that we had given him the opportunity.

During the day the agency boys dropped in one by one, and when I told them that Andy Tolleson would get the job of advertising agent for the Crescent Stove and Range Company every one in turn became furious. They were so mad they couldn't talk back, but later in the afternoon they came around in pairs to knock Andy Tolleson. It's funny how sorrow and trouble make the whole world kin. The knocking didn't hurt Andy any, but it hurt them a whole lot.

Experiences such as I have had to-day are always exhausting. It's mighty hard to hold in when I want to get mad, but I believe that the man who cannot control himself cannot control others. I never get mad when the other fellow is mad. Both of us might get hurt, and it wouldn't do either of us any good.

WHAT THE FIRST AD DID

THURSDAY NIGHT.—To-day the Jaynesburg papers carried the opening copy in our local newspaper campaign. I wrote every word of it myself, but Casland, our old agent, came sailing into the president's office, waving a copy of the *Morning News*. He proceeded to roast our ad to the president.

"There, Mr. Adams," he said, "just see what crude, amateurish

$$25 \times 38 - 50$$

or

$$25 \times 38 - 30$$

If you can use 40% less weight and still retain all the opacity and printing qualities of the heavier paper are you interested?

Our opacity papers are the wonder of American Paper Making—specimens will prove it. Write our Service Department for printed samples of any kind of work on these papers and they will send them. We want your specifications and want to help you with free dummies on any kind of printing paper.

Birmingham & Seaman Co.
Tribune Building - 14th Floor - Chicago

A Messenger Sure To Gain a Hearing!



1913

Nothing arouses a woman's interest more strongly than clothes.

The close scrutiny given each page in *L'Art de la Mode* is extended to the advertising messages alongside its illustrations.

L'Art de la Mode

New York
8-14 West 38th St.

Chicago
GODSO & BANGHART
Harris Trust Bldg.

Boston
H. D. CUSHING
24 Milk Street

Publishers also of The Theatre
Magazine



1881

work you are getting. That's just what you could expect from a greenhorn like this fellow Tolleson. What does he know about running an advertising agency? Your new man, Hawkins, is a capable man, but Tolleson has certainly got him hypnotized. This copy hasn't a particle of selling value. You might as well take the money and make a bonfire out of it as to continue such advertising as this."

While he was talking Mr. Adams pressed the button that rings the buzzer in my office. I entered just as Casland was finishing, and Mr. Adams made him repeat his talk.

Then he turned to Casland and said, "Mr. Casland, we investigated Mr. Hawkins six months before we employed him. We believe he knows what he is doing. He has made good so far, and we think a lot of him. Mr. Hawkins wrote this morning's advertisement himself, and I approved every word he says. You owe Mr. Hawkins an apology."

Casland apologized, but he did it so grudgingly that I knew he wasn't sincere. Then I blew up. I turned to Casland and settled the whole matter in about a dozen words. It didn't matter to me that he was in the president's office. I told him to get out and never show up around here again or I would knock his block off.

He ducked. Exit Casland, never to return.

Andy and I talked all afternoon about our future advertising policy. Letters were written to all the publications on our list, advising them as to the amount of space to be used, and that Andrew Tolleson would handle our business. I wrote personal letters to the whole bunch and earnestly requested their support as well as their prompt recognition of Tolleson as our agent.

FRIDAY.—It's a little quiet today, and the correspondence was all finished by noon. Johnny Clark, my first assistant, and Billy Carrol, copy man, have completed the details for the mailing of our new catalogue and have done a mighty good job.

I spent the afternoon on the golf links, and now, at nine-thirty p. m., I am ready for bed.

SATURDAY.—This is the last day of a busy week, and I am mighty glad of it. I spent the morning approving the press proofs of our new catalogue, and we get the first edition next Saturday. It's going to be a beautiful job. I closed my desk for the first time at noon since I've been in Jaynesburg, and I enjoyed a full Saturday afternoon away from my work. As I close my desk I cannot help but think what may happen next week, when something like fifty or sixty publishers' representatives solicit our business. We have made up our minds as to the farm journals and dailies to be used, but that doesn't make any difference to the man with space to sell.

There will be a lot of good selling arguments presented, and some of them will be rotten. So here's good-bye until I begin to interview the solicitors.

(To be continued)

"Printers' Ink" Statute in an "All-Wool" Case

A. G. Clark, chairman of the committee on advertising law and ethics of the Portland, Ore., Ad Club, advises **PRINTERS' INK** that the **PRINTERS' INK** Statute, recently made into a city ordinance, is being used to prosecute the proprietor of the "Famous" department store, on the charge that he advertised on June 26 "all-wool" dresses for \$4.98. The ad club purchased a dress and it is alleged that a test showed little wool in it.

Pancoast with Chicago "Tribune"

Chalmer L. Pancoast, formerly advertising manager of the Calumet Baking Powder Company of Chicago, and recently with the Fuller Agency, is now connected with the promotion department of the Chicago *Tribune*.

Wesco's Advertising Manager

O. M. Kupferle has been made advertising manager of the Wesco Supply Company, St. Louis, manufacturers of electrical supplies. The position was formerly held by R. Jacquelin Ambler, now with Zeller Frank, Incorporated, New York City.

Just Common Sense

¶ If there's a better business-virtue than plain hard horse-sense, we don't know its name. And it's none too common in these days of dreams and schemes in advertising.

¶ Some of the dreamers would be startled if they knew how easily their imposing "problems" are met by a mixture of common-sense and elbow-grease. Some of them know it, but don't say so.

¶ In dealing with The Procter & Collier Co., the first thing you'll notice is our tendency to apply hard sense and hard work to your problems and ours. And next you'll notice that we generally solve the problems profitably for all concerned.

¶ We enjoy talking sense about advertising. Would you like to, for a change?

The
Procter & Collier Co.

Cincinnati
New York
Indianapolis

When an Investigation Does Not Investigate

By Roy W. Johnson

THERE never was a popular movement—in politics or religion or business or any other sphere—but what somebody saw in it a way to earn a living without working very hard. There always have been plenty of chaps willing to learn a smattering of terminology, and they have always been able to find a certain proportion of the public willing to accept technical terms instead of real knowledge—for a while.

The present efficiency movement is no exception. It is so little understood by the general public that they will sit open mouthed while some tyro reels off rods of terms concerning the application of which he knows as little as his audience. We have "efficiency experts," "business counselors" and "systematizers" by the score. A very few of them do conscientious work. The great majority begin by mystifying the client with their selling talk, and end by swindling him with rubber stamp "investigations."

In the following cases the names of concerns and of products have been disguised. But nothing else is disguised. Every figure is genuine, and the facts are *facts*—not what somebody thought would make a good story. There isn't the slightest intention to cast reflections upon real, *bona fide* investigations, which are extremely important at times and usually as expensive as they are necessary. The person who can make genuine investigations and draw reasonable conclusions from the results does not need any recommendation. But the mere fact that a man claims the title of investigator is about as good a sign of his efficiency as the possession of a yachting cap is a sign of a knowledge of navigation.

The sole owner of a non-secret, proprietary remedy—which we are calling Burkett's Throat Spray to

avoid embarrassment to anybody—wrote to an advertising agency for help. He said that he had been in business for nineteen years, and had arrived at the point where he was spending for advertising *more than half the amount of his gross sales*, and was taking out of the business nothing besides a living for himself and his family. He was certain that something was radically wrong, but whether it was his copy or his sales plan or his prices he didn't know. He was willing to be perfectly frank with the essential facts and figures of his business if the agency could help him out of the hole.

A "SYMPTOM BLANK"

The plan-chief of the agency wrote immediately for samples of his copy, all printed matter, etc., but a very thorough study failed to reveal anything radically wrong. There was no visible reason why the copy should fail to pull, so the plan-chief got up a little "symptom blank" containing thirty questions which went into the very vitals of the business. They were answered without reservation, as follows:

1. How and when did the business originate?

"About nineteen years ago, the writer, with a druggist in Wisconsin, formed a co-partnership to manufacture and place upon the market Burkett's Throat Spray, but before entering into this proposition the writer was impressed that Burkett's was a strictly first-class, meritorious remedy by the many orders and letters which the druggist had received from those to whom he had sold it over his counter for several years previous. I also knew that in order to place a remedy upon the market without money it had to be a good one. So we started to manufacture and sell it about December 1, 1892, and the writer sold the

"Everything to Match"

YOUR attention has been agreeably attracted to the firm which has everything to match in bill heads, letter heads, circulars, business cards, folders, booklets, catalogs, etc.

There's real distinction in having stationery and printed matter done on papers that match in colors and texture.

Strathmore Quality Papers

Are made in families—a family comprising papers of different weights for different purposes but all made with the same texture and in the same colors.

Take the Woronoco Family, for instance. It includes:

Woronoco Damask for business stationery, bill heads, leaflets and booklets.

Woronoco Bristols
Damask Bristols } for business cards and folders.

Woronoco Covers for covers to booklets and catalogs, folders and circulars.

If interested in adding a new force to your advertising, let us send you Woronoco or any of the following Groups with handsome printed suggestions to show their uses.

Group No. 1. Writing Papers for all kinds of business stationery, letterheads, envelopes, billheads, statements, checks.

Group No. 2. Deckle Edge Book Papers. Beautiful artistic papers in smooth and rough surfaces.

Group No. 3. Cover Papers and Bristols. The finest collection of Cover Papers and Bristols made. For catalog covers, folders, mounts, circulars.

Group No. 4. Announcement Stocks. These show sheets and envelopes to match for any kind of business announcement.

Strathmore Paper Company

Mittineague, Mass.

U. S. A.

first dozen that was ever sold to a retail druggist."

2. What were the early methods of promoting the sales and if discontinued or modified, why?

"Our first and only advertising of any importance for the first three years was the distribution of free samples from house to house and through the drug trade, which we are still continuing to this day."

SOME SIGNIFICANT FIGURES

3. What were your gross sales for 1911, 1910 and 1909?

"Our season begins and ends August 1 each year and during this period of time in 1908 and 1909 our sales were \$84,048.13; during the period in 1909 and 1910 our sales were \$99,265.44; and during 1910 and 1911, \$111,797.16."

4. How much did you spend in advertising each of these years, and how was the appropriation divided among the different classes of mediums?

"From October 1, 1909, to April 1, 1910, our advertising cost \$59,284.42, divided as follows:

"\$25,248.42 in sampling: We distributed 4,075,430 samples. These samples cost, landed in the hands of the distributors, \$13,652.69, and we paid the distributors \$11,631.73.

"We spent \$14,000 west of the Missouri River in large daily newspapers; \$10,000 in window displays, mailing free samples etc., to the retail drug trade; \$10,000 in free goods given away on quantity purchases to retailers.

"From October 1, 1910, to April 1, 1911, our advertising cost \$69,902.93, divided as follows:

"Distribution of free samples, \$15,450.19. We distributed 2,559,300 samples, which cost, landed in the distributors' hands, \$8,317.72, and we paid the distributors \$7,132.47. Mailing out 117,236 samples at \$20 per M, \$2,344.72. Large daily newspapers, catalogues, etc., \$32,000. Window display work and samples to the druggists with orders, \$10,000. Free goods to dealers, \$10,108.02.

"From October 1, 1911, to April 1, 1912, we spent for advertising \$78,247.44, divided as follows:

"We distributed 3,364,050 samples, the cost of which was \$10,933.16; we paid the distributors \$10,690.49. We mailed samples from mailing lists, 93,727, at a cost of \$1,874.54. We used sixty of the largest daily newspapers in the United States at a cost of \$22,130. We spent for catalogues, house-organs and like advertising \$1,000. Cost of window display work and samples to druggists with orders and otherwise, \$10,000. We bought 2,115,000 books with freight added to distributors which cost \$4,414.45; paid distributors for distributing these books \$4,182. The cost of 10,000 samples mailed to consumers by request at \$23 per M, \$230.

"These items make a net amount of \$65,438.41. The free goods given away to the drug trade during this period amounts to \$12,809.03, making a grand total of \$78,247.44."

SAMPLING AND CIRCULARIZING

5. What circularizing have you done direct to consumer?

"For several years we have mailed 100,000 and over free samples to customers, from mailing lists furnished us by different druggists and lists which we have bought."

6. What sampling have you done, and how are names obtained?

"From requests and lists from druggists and otherwise."

7. What efforts have you made to enlist the support of physicians, trained nurses and other special classes?

"None in particular. We have taken some few lists of nurses and mailed samples to and have done a little of this kind of work to the medical profession. We know there are hundreds of good doctors recommending Burckett's."

8. What different styles of package do you employ and what are the prices to the consumer?

"We only have 25 and 50-cent sizes which are put up in neat cartons."

9. What is your method of distribution?

"Our business is almost entirely done through the legitimate

wholesale druggist, although we do and always have sold direct to the larger retailers."

10. How many traveling salesmen do you employ and what territory do they cover?

"We have four regular men who have been with us for years and we try to cover for the entire United States towns above 4,000 population once each year, excepting the southern territory south and east of the Ohio River. This territory is only covered, the larger cities, once each year."

11. How many stores carry your goods at present?

"About 35,000 retail. (Every wholesale druggist in United States.)"

12. What is the margin of profit to the wholesaler and to the retailer?

"We give the jobber ten and five per cent, and we give the retailer in \$5.00 lots and upwards twenty per cent in free goods. The price is \$2.00 and \$4.00 per dozen. Makes eighty per cent profit for retailer."

13. Do you ever consign goods?

"No. Never did."

14. Have you ever made any "free deals" or special deals with the trade?

"No. We do give twenty per cent in free goods in \$5.00 lots and up. Always have."

15. Have you ever used window displays, store demonstrations, etc.?

"Yes to the first part, and no to the second part."

16. State your principal selling points in what you consider their order of importance?

"First, profit; second, meritorious goods; third, removing the goods from the druggists' shelves by judicious and continuous advertising."

COMPETITION AND DEMAND

17. What complaints do you receive (a) from the consumer; (b) from the trade?

"We have sold between twelve and fourteen million packages, always under positive guarantee to refund the money if not satisfactory. Up to this writing, we have never been called upon to make

refund on one hundred packages. In answer to (b) we never remember having a single complaint."

18. Mention your three nearest competitors in price and quality.

"We have so many competitors that it is hard to answer this question, although we do not consider that we have a single competitor as far as price and quality and distributions are concerned, unless it might be ———."

19. What efforts do you make to meet competition?

"None. We simply pay no attention to competition unless it is that we try to do more in the way of advertising where competition seems to be gaining ground."

20. How does the demand vary in different seasons?

"Our season is from August to April; during the other months we do no advertising and lie still and only fill the orders we receive from the jobbers. The height of season for a throat remedy is from October to April, at least with us."

21. How does the demand vary in different localities?

"The West and Middle States are best for us. The Northeastern States are fairly good. The South below the Ohio and east of the Mississippi is quite poor. Our best business comes from the very Far West and the Middle States."

22. In what sections of the country have you no distribution?

"In the smaller towns in the South we have only a partial distribution; in the rest of the United States we have a first-class distribution."

23. What efforts have you made to introduce your goods abroad?

"None in particular, although we have a branch house in Toronto, Canada, an agent in London, Cuba and Mexico, but we are not advertising in the foreign countries as yet."

24. What use have you made of testimonials and with what results?

"We have thousands of testimonials but rarely ever use them, a few in our booklet and one or two on circular occasionally."

25. How much larger output

could your present plant handle?

"Two or three times more. We have a new factory."

26. What do you figure as the highest percentage of selling cost you can afford?

"If you mean to land the goods on the druggists' shelves without the advertising, will say twenty per cent, although it frequently costs us more."

27. What in your opinion are the chief obstacles to a more rapid extension of your business?

"Unscrupulous competition. For instance, we were unfortunate in getting connected up with the words 'Throat Spray.' We used them before any other person or firm, but there are dozens of 'throat sprays' made and marketed to some extent now and have been for ten or more years. We have such people as the A. D. S. and the Rexall people and others too numerous to mention getting up remedies who fail to get an original name of their own."

28. Are your prices being strictly maintained?

"By us and to the jobber and retailer, yes, but through the retailer to the consumer, no. But we hear no complaints."

29. Are you troubled with substitution and what are you doing to meet it?

"Of course we are and the only thing we are doing to meet it is to try to make Burkett's better and more favorably known. Last year we incorporated the words 'The Original and Genuine' to try to help out on this proposition, but cannot say how effective it is, has been or will be."

30. Outline the work you have been doing to secure the co-operation of dealers and also what you have done to enlist new dealers.

"We frequently take a state or several states and mail selling literature to the entire drug trade in these states, which is oftentimes quite effective. We write every single druggist who gives us an order through their jobber or our traveling men personal letters thanking them for their order and ask them to push and recommend Burkett's, enclosing

literature, souvenirs, novelties, etc."

31. What do you do about mail orders? How many mail inquiries do you average a month, and how are they handled?

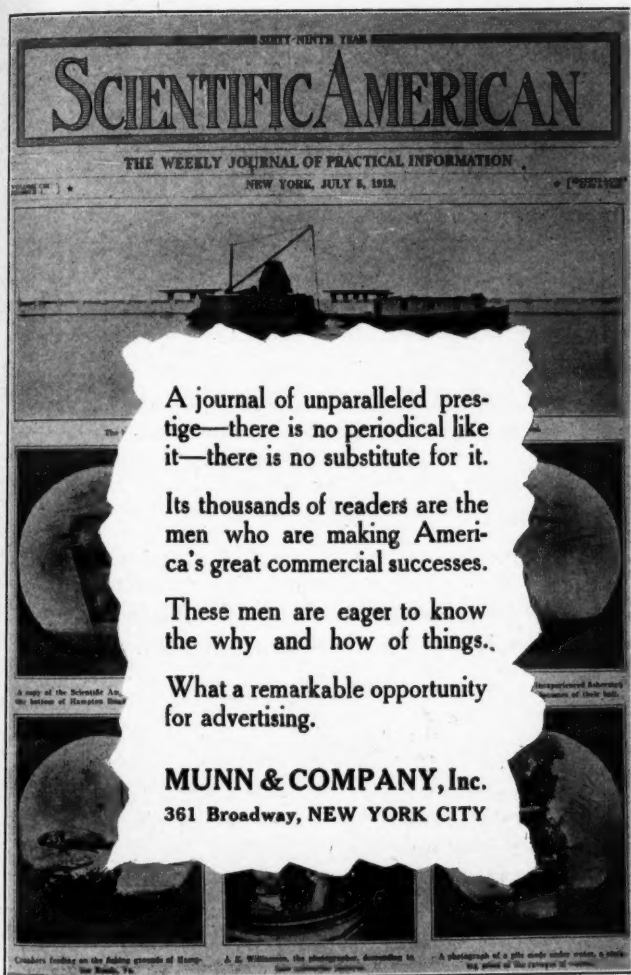
"If you mean mail orders from the retail druggists to us, we turn them over to the jobber unless it is one of our direct, large retailers. We do not receive many of these direct. The druggists all know that there is a quantity offer and they give these orders to their jobber's salesmen, the jobber notifies us of the sale and we furnish direct from here the free goods and advertising matter to go with these different orders. Of course, we write each a personal letter."

"As to general observations, these thirty-one answers about cover everything. For your guidance we enclose copy of our advertising statements for the years 1909, 1910 and 1911, and by referring to them you will notice how the different appropriations have been spent. We wish to say that this season has been the best of all, but, of course, we have spent more money. Last August we moved into a new \$10,000 plant which is very neat and handy. The writer is sole owner of this little business and the only money taken from it and not put back again is the actual money used for a living for myself and family."

A DISAGREEMENT ON DIAGNOSIS.

The plan-chief took the blank into conference, and the answers were read. "It looks to me like a clear case of substitution," said the plan-chief. "Anybody can make a throat spray, and it is easy to substitute unless the purchaser demands Burkett's and knows it when he sees it. It needs a more distinctive package, and the package should be described carefully in the copy."

"I think we'll have to look deeper than that," remarked the vice-president. "Substitution undoubtedly is going on, but it's a minor evil in this case. This product doesn't repeat strongly enough, and the advertising has to go out and almost create a



SIXTY-NINTH YEAR
SCIENTIFIC AMERICAN
 THE WEEKLY JOURNAL OF PRACTICAL INFORMATION
 NEW YORK, JULY 5, 1912

A journal of unparalleled prestige—there is no periodical like it—there is no substitute for it.

Its thousands of readers are the men who are making America's great commercial successes.

These men are eager to know the why and how of things.

What a remarkable opportunity for advertising.

MUNN & COMPANY, Inc.
 361 Broadway, NEW YORK CITY

A copy of the Scientific Am., the bottom of Hampton Road
 A. E. Williamson, the photographer, descending to
 A photograph of a pit made under water, a striking piece of the progress of science

DEJONGE ART MAT

The incomparable dull finish coated

YOU COULD USE NEWSPAPER STOCK

It's possible to print a catalogue on news stock, but you wouldn't do that.

Then why handicap your goods at all?

Go up the line and stop only at the best. If you are making quality goods, they deserve to be presented to their public in a quality manner.

The basis of all good printing is the stock.

Give your important advertising literature the very maximum of effectiveness by printing it on the best stock to be had.

That's "DEJONGE'S."

There are sixty-seven years of experience back of it, and an organization with the facilities and determination to keep it the best.

That's what this trade-mark stands for.



Samples of work on "DeJonge Art Mat" and "DeJonge Puritan," or blank sheets, gladly sent on request.

LOUIS DEJONGE & CO.
NEW YORK **CHICAGO**

The last word in enameled book stock

DEJONGE PURITAN

brand-new demand every season. You can substitute on the *new* buyer, you know, but it's not so easy to do it with the satisfied user. I think the trouble is in the goods."

But the plan-chief didn't agree, and pointed to a bunch of fresh testimonials as evidence. "Dissatisfied users don't write voluntary testimonials," he said. There isn't a doubt of the genuineness of these, and Burkett is sending them in at the rate of half a dozen or so a day, in the original envelopes. Look at the post-marks, then read those and tell me the writers aren't satisfied with the product! They don't get what they ask for, that's all."

That was the situation when the "efficiency expert" was called in. The agency chiefs could not agree as to the cause of the trouble, and it looked to them like a good chance to try out the efficiency idea. The "expert" shot off a lot of language concerning the danger of relying upon half-baked investigations, and offered to make a real one for \$125. The vice-president thought it ridiculous to suppose that a thorough investigation could be made for any such price, but he thought he would see what came of it.

The "expert" took the symptom blank and went away. In a week or two his report came in. It began "The day of offhand sales analysis has gone by," and followed with considerable dope along the same line. "What does he say about the product?" asked the vice-president impatiently, as the report was being read to him. The plan-chief turned over a page or two, and continued as follows:

This investigation was important and necessary in determining how the goods actually worked out in use by the consuming public. Many times a manufacturer's or inventor's ideas of his goods are exaggerated and out of proportion to the actual fact of usage. Consequently, any sales analysis is incomplete without the fullest knowledge of how the goods actually work in actual practice. Here again, plenty of evidence was found to show that Burkett's is not at all an inefficient remedy, but has many excellent merits and that thousands of people, many of them of the most intelligent class, use this remedy for relief from the notorious discomforts of a sore throat.

Chemical facts, pro or con, made no impression on the general public; if they obtained some relief, they were satisfied; and this satisfaction is unquestionably present in the remedy, whether it is an actual chemical "cure" or even a highly efficient and scientific relief is a matter which in this consumer analysis did not count for much. The consuming public undoubtedly rank the goods as genuine.

The method of making this consumer investigation was to impress into service the stenographers, the officials, the lawyers, and everyone else connected with the investigating organization which was working on this analysis. This afforded a complete and broad view-point upon the proposition; and to make the thing even geographically broadcast, the local correspondents of the investigating organization in eight different cities were also asked to pass upon the merits of the goods, as purely consumers, even asking their wives and friends to give some opinion, or experience.

So very frequently nowadays slipshod agencies and advertising counselors pass opinion upon a subject and predicate exactly what the consumer, in their judgment, will do, without going to the trouble of getting a consumer analysis which will give them facts instead of opinion. Such an analysis is not a difficult matter to make, but nevertheless, affords the most interesting and suggestive basis for action, a basis which is infinitely safer than guess-work.

"A complete and broad view-point upon the proposition!" snorted the vice-president. "What I want to know is whether it will do what the advertiser says it will. I don't care a hang what the chemical analysis is, nor what a bunch of stenographers think about it."

WHAT THE VICE-PRESIDENT FOUND OUT

The rest of the report had to do with dealer investigations, in the course of which dealers (number unknown) in eight cities were asked a set of questions. Beautiful rubber-stamped maps were furnished, showing the scope of the investigation, and the "sore throat" area of the United States. The dealer report was summed up like this: "Fifty-one per cent say there is no lack of repeat orders, twenty-four per cent state not sufficient advertising, four per cent reported not well enough known, etc., etc."

Included in the investigation was a legal opinion as to the protectability of the concern's good will in view of the fact that it

had no exclusive right to the words "throat spray." The conclusion of the whole matter was a recommendation to differentiate more clearly between the 25 and 50-cent packages, to strengthen the chemical formula a little, and to emphasize the word "Burkett's" in the advertising, letting the words "throat spray" take an extremely subordinate place.

"It seems to me," said the vice-president, when the reading was done, "that he has whittled a mighty small plug to fill a thundering big hole. When more than half the gross sales are going out into the advertising appropriation it is going to take more than a change of emphasis to offset it. I'm going to find out whether the stuff will actually kill the proper breeds of germs."

It cost the agency another cash investment, but it found out, definitely and conclusively, that the stuff would *not* kill germs isolated from cases of diphtheria, tonsillitis, quinsy, etc. In fact, under certain conditions, the germs multiplied *faster* beneath a coating of the remedy than they did under normal conditions. The sole value of the stuff lay in the fact that, by protecting the sensitive membranes from dust, etc., it gave what appeared to be relief for the time being. But as far as being a remedy for throat disorders was concerned it was absolutely worthless. The owner of it was obliged, virtually, to start his business all over again every year.

If the investigator in this instance had started out with the intention of really *getting the facts*, instead of putting up a "bluff" at it and furnishing a plausible excuse for collecting his fee, he would have found out, at the very first step, that there was absolutely no use going any further.

The "expert investigator" of the above variety has a good many points in common with the fortune teller. He says undisputed things in the most solemn way imaginable; he tells his client all the things which his client has already told him with the air of imparting marvelous and imposing

discoveries; and, if possible, he always tells his client what the latter wants to hear.

There is a certain manufacturer of smokers' articles who is always trying new stunts. He cannot resist any novel scheme which is put up to him, and as a consequence there is a gang of agency solicitors who never cease from thinking up things for him to try.

TELLING HIM WHAT HE WANTS TO HEAR

One of the latter went to him recently and announced in triumphant tones: "I have it at last. Women buy your product. They don't smoke, but they buy for their husbands and brothers. You want to develop the feminine appeal." This time Mr. Manufacturer was a bit cautious. He thought the theory was a little far-fetched, and demanded to be shown that women did actually do a considerable share of the buying. So the solicitor hired "an investigator," and the manufacturer sent a representative along with them.

They called on more than a hundred dealers in New York City, and the conversation ran about as follows:

Do you handle Blank goods?

Yes.

Women buy them sometimes, don't they?

Oh, yes. Once in a while.

Well, now, would you say that 75 per cent of your sales were made to women?

Oh, no; not that many.

Well 60 per cent?

Hardly that.

How about 50 per cent?

That's a trifle high.

Wouldn't you say 40 per cent was about right, now?

I guess so.

The investigator was of the opinion that a clear case had been made out for his friend the agent, and reported that the evidence was overwhelmingly in favor of an appeal to women.

But when the agent who had had the account for the past year heard about it, he started a little investigation of his own. He went over the self-same ground—like this:

Do you sell Blank goods?

Yes.

57TH STORY TOWER FLOODED ON A TEST

Fire Department Tries Wool-
worth Building Pressure, and
People Passing Are Drenched.

DOWNPOUR LIKE HEAVY RAIN

The City's Own High Power Not
Used at All—Streams Available
All the Way to the Top.

Any doubt the Fire Department may have had of being able to put out quickly a fire on any one of the fifty-seven floors of the Woolworth Building, at Broadway and Park Place, was disposed of yesterday by a test of the pressure systems and fire-fighting apparatus within the building, which forced the water through a six-inch pipe to the fifty-fourth floor of the tower, where the stream curved over toward Broadway and showered it

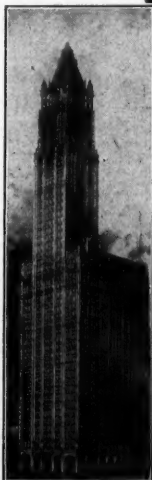
The equipment as well as the construction of the New Woolworth Building is fire preventive in the extreme. The Fire Department's recent test described above is the best guarantee against loss of office furnishings by fire. The building's fireproof Dahlstrom doors and hollow tile walls confine any fire to a single room. The insurance rate is low.

This is but one more reason for moving from old buildings to this modern structure. Every convenience and accessory to efficient business are available in the offices and floors of the

WOOLWORTH BUILDING

EDWARD J. HOGAN, Agent

'Phone Barclay 5524



CROPS!

A Hundred Million Dollar Crop That Never Fails

From the Summer visitors to New England each year is gathered a crop of more than \$100,000,000—Come droughts, or floods, panics or periods of depression, this crop never fails, but increases each year.

Come to Golden New England

this Summer for your vacation. A few weeks here will bring the color to your cheeks and gladness to your heart and peace to your soul. Enjoy the beauties of nature, the green fields and mountains or camp at the sea shore and let the roar of the Atlantic lull you to sleep as the waves break on the rock ribbed coast.

This invitation is extended to you by

<i>Portland, Me., Express</i>	<i>Worcester, Mass., Gazette</i>
<i>Meriden, Ct., Record</i>	<i>Springfield, Mass., Union</i>
<i>Burlington, Vt., Free Press</i>	<i>Salem, Mass., News</i>
<i>New Haven Register</i>	<i>New Bedford</i> <small>Standard and Mercury</small>
<i>Waterbury, Ct., Republican</i>	<i>Lynn, Mass., Item</i>

Don't sell any of these things to women, do you?
Not a nickel's worth a month.

People who have done a great deal of dealer investigating say that the dealer will, as a rule, tell the questioner what he thinks will get rid of him quickest. Unless the questions are most skilfully arranged, and unless the investigator is honestly trying to get at the truth instead of endeavoring to bolster up a theory, mighty little dependence can be placed upon percentages derived from "dealer replies." And if the investigator gets an inkling as to what his client *wants* to prove, he is an exceptional individual if he doesn't prove it for him.

A certain manufacturer of men's collars wanted to know as near as possible the exact proportion of men who called for collars by brand name. It made a big difference to him, because it would determine whether his advertising should emphasize the brand name, or should advertise "style." He hired an "expert," who charged him \$800 for a dealer investigation which disclosed that "fully eighty per cent of the men who buy collars demand certain, specific brands, and most of them also specify the name of the style they fancy."

The manager of one of the company's branches wrote to the factory that the report was absolutely misleading, in his opinion, and he was so emphatic about it that the sales manager told him to prove it. He did. He went to every laundry within a radius of twenty miles, and got permission to examine the collars in the wrapping-room. He kept careful records, and the result showed that out of thousands of bundles examined, not one in fifty contained collars of the same make, and not one in ten contained collars of only two makes. The variations in styles were even more remarkable. Moreover, among those bundles of collars which were uniform, the great majority were made-to-order collars, and had no connection whatever with questions affecting nationally advertised brands.

Approved by the Advertisers!

Twenty to forty columns a day
—more advertising in the

New Haven (Conn.) Register

than in any other New Haven, Conn., daily newspaper.

This is because the REGISTER sells more goods than any other New Haven daily. It sells more goods not only because it has more circulation than any other daily, but because its readers have more purchasing power, *twice over*, than those of any other daily in New Haven.

The REGISTER is one of NEW ENGLAND'S best dailies.

JULIUS MATHEWS, Representative.

DO YOU like the
ads of the New
York Central Lines?

They are put into
type in our shop.

Ad-composition is
our specialty — that
we do it well is proven
by the advertisements of 68 of the
most prominent ad-
vertisers before the
public today.

Might your ads be
improved?

We don't know—yet.

C. E. RUCKSTUHL, Inc.
THE WILLIAMS PRINTERY
27 East 31st St., New York
Telephone, 2693 Madison Square



My Idea of an Advertised Paper

I know enough about advertising to realize that just putting a watermark on a paper doesn't increase its physical value.

But I do know what a trade-mark means.

When a trade-mark has come to stand for a certain quality it is nothing short of business suicide to lower that quality.

That is why I always specify Hammermill Bond for my letterheads, office and factory forms, price lists, etc.

I know that the Hammermill Paper Co. simply cannot afford to give me—this year or ten years from now—a paper that is one whit shy in quality.

The watermark is my guarantee.

When a printer comes to me this season with a different watermarked paper than he gave me last season, I am up in the air. It may be just as good, but I want to know that it is just as good. That is what I am paid for.

An Advertising Manager

Hammermill Paper Co.

ERIE, PA.

Makers of

**HAMMERMILL
BOND**

The Utility Business Paper

One of the oldest and largest makers of shoe polish in the world was solicited by an efficiency "expert" some time ago. The shoe polish business has steadily been gravitating towards a cheaper class of trade for a long time, and the manufacturer was keenly alive to any suggestions which would enable him to raise the standard a bit. The efficiency man was well primed with technical terms, and talked a lot about the advantages of "thorough investigation." He said that he would guarantee a complete survey of shoe polish conditions for \$400, and would "make some suggestions." He got his money, and started a chemist to work analyzing different kinds of shoe polish with respect to their effect on different leathers.

By and by the money ran out, and he went back for more. The manufacturer handed him \$400 more, with the remark that that would be all. So he finished up some analyses of polishes, hatched up some recommendations as to the advisability of varying the quality of beeswax and telling the consumer about it, and presented it as his report.

The manufacturer read the report half through. Then he took Mr. Expert by the arm, and led him upstairs to one of the best-equipped laboratories in the country. There he showed him samples of every kind of shoe polish which had ever been produced, made up from every possible variation of ingredients. Attached to every sample was a tag giving the exact chemical composition, the chemical effect on each of ten different kinds of leather, the length of time required to effect a given polish, the rapidity of evaporation of the oil, etc., etc. Every possible fact concerning all of the ingredients was set down, and the subject was covered with a thoroughness which the efficiency man had never dreamed of.

"We have been doing this for nearly a hundred years," said the manufacturer. "We think we know how to make shoe polish. If you had started with what we

know about the business instead of with what *you* know, you might have gotten somewhere."

Some of the efficiency experts remind me a whole lot of the pauper who used to live near West Newbury, Massachusetts. One of the overseers of the poor came to see him one day to remonstrate against a too lavish use of firewood. "'Tain't only the first of February," said the official. "and you've burned more wood now than you did all last winter."

"I know it," returned the pauper, "but you see this winter Hilliard's soap factory is payin' fifteen cents a bushel for ashes."

Mail-Order Copy with "Back-fire"

COMMERCIAL NEWS.

SIoux FALLS, S. D., July 1, 1913.
Editor of PRINTERS' INK:

The enclosed is one of the latest advertisements under the new scheme, issued by Montgomery Ward & Co. This was printed in the *Dakota Farmer*, of Aberdeen, S. D. It shows a picture of the plant.

I have heard it said that this new advertising plan of M. W. & Co. is a step far in advance of anything ever done in an advertising way by a mail-order house.

However, I am inclined to think that the enclosed advertisement is well equipped with a "Backfire."

You will notice the heading of the advertisement is: "The House That You Built," with the accent on the "you." Remember, this advertisement goes to farmers.

One of the strongest arguments that has been used against the mail-order house is that a dollar spent in Chicago never returns to the local community from whence it came, and goes to build up the giant institutions in the "Windy City," but takes just that much value away from the farm lands of the gentlemen who spent it.

Seems to me that when Mr. Mail Order Buyer gazes upon this advertisement and realizes that the dollars earned by the sweat of his brow have gone to help build up this monster structure, when they would have stayed at home to help lower his taxes, he will not be unduly influenced to send a great many more dollars to Chicago.

E. G. WILLIAMS,
Advertising Manager.

Bernard J. Mullaney, former commissioner of public works in Chicago, has acquired an interest in the Johnson Advertising Corporation of Chicago. J. F. Ryan will continue as president.

PRE-EMINENT IN ITS FIELD!

Able edited—all the news—best features, largest and best mechanical equipment. The

Portland Evening Express

not only dominates the Portland, Maine, field, but has the largest circulation of any daily in Maine.

Has three times the net circulation of any other Portland daily.

Carries more advertising of all kinds than any other Maine daily.

Your advertisement should be in it.

JULIUS MATHEWS, *Representative.*

Do you need the services of a manager in your sales department?

Now employed, earning and drawing \$6500 a year.

With present company 15 years. Thirty-five years old.

Experience as salesman, manager of branches and in the executive sales department.

Can and have selected and trained salesmen. Understand advertising and sales promotion. Have handled both.

Will give satisfactory reason for wanting to make change, if you are interested.

"M," Box 84, Printers' Ink.

Any advertiser seeking information about the circulation of THE CHICAGO RECORD - HERALD will find the circulation day by day for the preceding month on the editorial page of every issue.

Have you sent
your reservation
for the

**Silver Jubilee
Number**

OF

PRINTERS' INK?

First form will
close July 15

Newspaper Co-operation with Advertiser

SWIFT & COMPANY,
ADVERTISING DEPARTMENT
Chicago, June 2, 1913.

Editor of PRINTERS' INK:

I thought you might be interested in reproducing the copy on a portion of page 10 of the Atlanta Journal of Monday, May 26. The article entitled "The Manufacturer Who Helps the Retailer" is particularly to be commended, and its

The Manufacturer Who Helps the Retailer

You retailers should have confidence in the manufacturer who advertises. When his representative calls upon you to sell you an article of merit and offers you the co-operation of his house to help you advertise it listen to him.

The manufacturer who has confidence in his proposition and is willing to back it with his dollars isn't doing it for fun. Advertising sets a high standard and an article, to be worth advertising, must ring true.

And when a manufacturer or his representative offers or consents to co-operate with you in advertising, telephone our advertising manager and let him lay before you some concrete, straightforward data and information on the subject which will help you in your plans.

For there is no advertising quite so direct or quite so efficient as that offered by the columns of THE JOURNAL.

 **The Atlanta Journal** 

RECOGNITION BY PUBLISHER

location alongside the advertisements of two national advertisers (Swift Silver Leaf Lard and Campbell's Soups) is rather an ideal combination.

SWIFT & COMPANY,
Per A. D. White.

Corporation Press Agents

One of the good things that ought to come out of the Congress investigation of the lobby scandals is the exposure and suppression of the recently developed press agency. This is a parasitic growth on industries, commercial enterprises, railroads, and even banks, that is no less offensive to straight newspapers than to straight legislators and other public officials.

The game of that sort of creature is not very different from the game of the professional political agent who gets money out of anybody that will give it up, either to help along legislation that is wanted or to block legislation that is not wanted.

The professional press agent tries to

make the corporation believe—and apparently he has been able to make it believe—that if it will pay him a handsome salary or make him an appropriation he can get printed in the great newspapers things that the corporation wants printed, and can even keep out of the great newspapers things that the corporation does not want printed.

All this is humbug and fraud. The stuff that comes to first-class newspapers from those press agents is thrown into the waste-basket without the envelope being opened. The men who get it up are not admitted into the editorial offices. It would not do to say that this is a statement that could be made of every newspaper office, but it is a statement that can be made of every first-class newspaper that has enough readers to be of influence in the discussion and determination of any important public affair.

How in the world those professional press agents have been able to coax money out of corporations in the face of the open record of their failure to get printed the things they are hired to get printed and to keep from being printed the things they are hired to stop passes the comprehension of ordinary intelligence. If they have any effect at all upon the average newspaper of position and influence it is exactly the opposite to that which they are paid to cause. That is to say, a matter urged by one of that tribe might not, in the usual course of events, be worth any attention at all from a first-class newspaper. But the fact that the professional press agent was trying "put something over" would arouse the suspicion of that newspaper and sometimes impel it to go in search of facts with which to expose the purpose of that sort of business.

A very capable managing editor declared not long ago that some of the "best stories" ever printed by newspapers had come from the tip of a press agent trying to get in something very different, but in fact suggesting to the newspaper that behind him there was something that needed investigation and exposure.

It has been a wonder, we say, that with the professional press agent able to deliver few or no goods for his employers they have gone on wasting their money on him after the fashion of their waste of a good part of their lobby money on the professional lobbyist, perhaps not any more a scoundrel, and surely not any more a fake, than the professional press agent. It is a wonder that men keen in business could be dull in such a matter, but they have been.

If in going into its lobby investigation Congress will uncover and clean out that tribe of press agents, it will do corporations and business houses a real service, and to that work every first-class newspaper will say "Amen."

—New York Press.

William S. Carlisle, formerly of the New York office of The Butterick Publishing Company, is now associated with E. G. Pratt, in the New England office of the same concern.

A Power in Its Community

THE Worcester (Mass.) Gazette

Is known to stand for the interest of the people of Worcester.

The GAZETTE has the respect and confidence of all fairminded people in Worcester, and that is about all of them.

In the past few years its circulation has increased three-fold—so has its advertising.

Your advertisement in the GAZETTE will bring you more sales for each dollar expended than any other Worcester daily!

JULIUS MATHEWS, Representative.

"Damaged Goods"

Upton Sinclair's novelization of Eugene Brieux's remarkable play of the same name, is running serially in

PHYSICAL CULTURE

This is in line with PHYSICAL CULTURE'S chosen policy to give its readers only what will benefit them morally, mentally and physically. It is bringing to our subscription list thousands of new names.

New York Office: 1 Madison Avenue
O. J. ELDER, Manager

Chicago Office: People's Gas Building
W. J. Macdonald, Manager

July, 1913, Gains 1,141
Lines Over Best Previous
July Number

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1030-1-2-3 Madison Square. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 83.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign postage, one dollar per year extra. Canadian postage, fifty cents.

Advertising rates: Page, \$60; half page, \$30; quarter page, \$15.00; one inch, \$4.90. Further information on request.

JOHN IRVING ROMER, Editor.

NEW YORK, JULY 10, 1913

The Real Value of Good Will

In announcing the retirement of J. Bruce Ismay—who acquired so much unenviable notoriety at the time of the Titanic disaster—from the directorate of the International Mercantile Marine, it is stated that the firm of Ismay, Imrie & Co. was purchased by J. P. Morgan & Co. for ten times a year's profits. At the same time, in New York, the Surrogate is rehearing the appraisal of the estate of the late Joseph Pulitzer in the endeavor to fix a value upon the New York *World* greater than that of five and one-third times a year's profits, which was fixed by the first appraisal.

At first sight these incidents may seem to have not the slightest connection with one another, and to have very small interest for advertisers generally. But they have this in common: that the value of both properties is almost entirely based upon good will: and they have this interest for advertisers: that anything which depreciates the value of the good will—such as price-cutting, for example, de-

preciates the actual value of the property.

In the case of the Pulitzer appraisal, we find the Surrogate extremely anxious to protect the good will of the *World*, because there is a transfer tax due the state. A certain percentage of the value is to be turned into the treasury, and it is imperative that none of the value go undiscovered. No such exigency compelled the Government to take a hand in the valuation of the good will of Ismay, Imrie & Co., though a war in freight and passenger rates might reduce its profits just as surely as a war in advertising rates would cut into those of the *World*.

These two isolated instances show pretty clearly, to our notion, that good will is a quality of very real and very substantial value, and that injury to the good will of a concern is just as real an injury as if a tangible ship or a ponderable printing press were the object of attack. Is it not possible also that the maxim "whatever is worth taxing is worth protecting" may have a broader significance than is usually attributed to it?

More Roads Lead to Advertising

Right up against the widely prevalent opinion that advertising is more or less responsible for the increased cost of living, let's place the views of John A. Green, secretary of the National Retail Grocers' Association. Writing in the *Grocery World and General Merchant*, Mr. Green says:

The time has come for a readjustment of our selling policy. We must meet competition. The wholesaler and retailer can no longer put the burden on the manufacturer. They have got to do something. The retailer must concentrate his orders. . . .

It is not an uncommon thing to have eight or ten men carrying the same line of goods calling on the same person. Under these conditions the consumer cannot get his goods for the price at which he should receive them. It is an unnecessary burden which the consumer is being asked to carry.

So it is not advertising alone that is responsible for higher prices, but personal salesmanship, or in other words, competition. And efficient advertising has been

the less expensive form. But if necessary, and less expensive, why responsible?

Mr. Green advises members of his association to concentrate their orders, discount their bills, buy what they can pay for and buy nothing they do not actually need. This will enable them, he says, to buy their goods at a price that will allow them to meet any ordinary competition.

Good advice, doubtless. Possibly it indicates the germ of a tendency. If the grocers find the advice good—and Mr. Green very likely thinks it is practicable advice or he would not give it—and, in large numbers, really carry it out, what will be the result?

The first result would unquestionably be to shake out a lot of the little distributors, those who can live and travel roadmen on the small slice they get from each grocer, but who would be unlikely to get the exclusive trade of many dealers.

The next result would be to give the large distributors a larger volume of business at the same or less expense, and hence a wider margin of profit.

It seems as certain that the competition of the larger companies would then be carried on more economically in advertising space as that any of the small companies, forced to draw in its salesmen, could only get back into the field by advertising to the consumer.

In either case advertising is the logical prescription. And if then as a remedy, why not now as a prophylactic? These reasons of Mr. Green's are added ones.

The Wrong View-Point

A press-agent who is frank enough to come out with a statement as to why he "doesn't pay for it"—and incidentally an announcement that he doesn't intend to pay for it—is a rarity, and PRINTERS' INK is inclined to take the "open letter to newspapers" recently sent out by the Lovell-McConnell Mfg. Co., at its face value. We are quite ready to admit that the company is per-

fectly honest in its statements, and that it thoroughly believes itself justified in asking free publicity for automobile horns on grounds of public safety.

The "open letter" comes a little late, however. It should have been sent out at the start, instead of at the close of the activities of J. C. Runkel, and should have been written in the future tense. In that event, it would have read substantially as follows:

WHY WE WON'T "PAY FOR IT"

People are beginning to look on auto horns as sleep-spoilers, irritators, villainous contrivances of the devil.

A good, effective auto horn is none of these. It is to save lives and limbs.

But people don't realize it.

So this company will try to educate them.

The solution lies in the newspapers.

To take advertising space and tell our story? No. Even if we had enough money to buy the necessary space—the facts would be given only *prejudiced* consideration.

In advertisements we can not make people give impartial consideration to suggestions as to how to use and not abuse warning signals; how to pass laws to regulate their use.

We can not say such and such laws are in satisfactory operation; similar laws should be enacted in other communities; and have these statements read with open minds—if *our name appears*.

But we can do this. We can send news-articles to newspapers.

We have faith that the newspapers are not yet so full of news that they will refuse to consider and print articles if these are the right kind of articles.

They will not be written to sell our products; but to educate people as to how they should be used—as to how all signals should be used—to secure the maximum of safety with the minimum of noise.

Every maker of good warning signals will benefit by their publication.

When this company institutes a selling campaign it believes in paying for space. But the very nature of the "warning signal problem"—the widespread misunderstanding as to what warning signals are really for—why they should be used with discrimination—not abused—not used except when necessary—not turned into toys and mere noise-makers; these things have made the campaign a unique one.

We believe you will at once appreciate why it is necessary to carry it on through news columns rather than in advertisements.

Perfect frankness would then have compelled the company to subjoin the following: "We intend to buy and pay for space in magazines and automobile papers, but we shall not spend any money

regularly in the newspapers because of the prejudiced attitude of the newspaper readers." Such a statement at the inception of the campaign would have obviated the press bureau entirely, and saved a lot of space in the A. N. P. A. Bulletin. Perhaps just as many Klaxon Horns would have been sold, too—who knows?

The trouble with the Lovell-McConnell Mfg. Co.—in common with many another in the same boat—is that it does not realize that a newspaper is a business proposition, and that the publisher is manufacturing a product just as surely as if his men were winding armatures and adjusting diaphragms. If somebody were to approach the company and ask it to donate a battery of Klaxons to frighten the blackbirds away from a cherry orchard, on the ground that since other people had cherry orchards in the vicinity they would benefit equally, a prompt refusal would be expected. We fancy that the request would still be turned down, even when reinforced with the argument that the officers of the company would enjoy a better variety of cherry pie as a reward for the donation.

As a publisher wrote to PRINTERS' INK in comment on the company's letter:

"Inasmuch as every inch of our white space represents a fixed cost, we far prefer to charge news matter space to 'circulation' rather than to 'advertising profit and loss.'"

The Golden Age It is platitudinous in the extreme to say that advertising is in its infancy. That remark is so trite that anyone who hears it agrees instantly, with a yawn, and without for a single moment thinking of what it means. Yet it is good once in a while to discover that advertising really is in its infancy, and that we advertising men are living in an age before our business has been robbed of all its surprises.

At the dinner given by the five advertising clubs of New York to President Woodhead, the other night, Mr. Ingersoll told how the

unexpected happened at the meeting of the committee of committees at Baltimore, when the representatives of each of the twelve departments met to discuss the problems which had just previously been thrashed out at the several departmental sessions. Only a few of the men, said Mr. Ingersoll, were very enthusiastic about the "get together" of the different interests. Most of them thought it was more or less of a formality, like passing a set of resolutions of thanks or condolence, and many of them had secured reservations that same afternoon for the journey home. But when the meeting developed into the earnest discussion of problems which were for the first time recognized as the common problems of all advertising men, reservations were forgotten, and the men stayed on and on. James Keely of the Chicago *Tribune* is said to have made—and canceled—his reservations four different times.

We ought to be thankful that our business is young enough to produce surprises like that, "Honesty" at Boston, "efficiency" at Dallas, and now "co-operation" at Baltimore! What shall Toronto bring forth?

Illinois Turns Bill Down

The Illinois legislature failed to pass the bill prohibiting false advertising in newspapers. It was opposed by many of the publishers of the state. It received only a few votes in opposition, but there were not enough votes in favor to pass the measure in the House.

Labor Trouble Delays Advertising Building

The trouble between contractors and unions in Chicago has delayed the finishing of the Advertising Building. The Advertising Association is in its quarters, and some of the other floors are finished, but there is yet considerable work to be done.

New Advertising Journal

The first issue of a periodical called the *Advertisers' Weekly* appeared in London April 19th. It is being conducted by J. C. Akerman and George Warrington.

You may never have looked at it this way: One advertiser may say to another—"I don't use Saint Nicholas to reach children". "Then you're a sort of chump because the average age of its readers is 14", responds his literal-minded friend. "Wait a moment", the advertiser counters, "Where there is a child there are two parents and probably a couple of grand-parents, an aunt or so and older brothers and sisters, all sure to see St. Nicholas. If I reach only the Head of the family, which I do, St. Nicholas pays well.

Last Week



I called on a corporation president whose wares are used in every progressive home.

He told me his advertising appropriation for 1913-14 was already settled for distribution among women's publications.

I reasoned out with him the special pulling qualities of Cosmopolitan, giving a few of its records along traceable lines, telling him what other advertisers told me it had done for them, bringing the story down to one of his competitors.

In answer said he, "You have told me a convincing story, but my Board of Directors and Advertising Manager have already decided upon this policy."

"Then," replied I, "You are in the position of the old darkey who went fishing for eels.

"Getting a bite, and hauling out a magnificent bass, he looked at it in disgust, unhooked and flung it back, saying—
'W'en I goes a eelin' I goes a eelin'!'"

The next day the Advertising Manager of this concern called on the 'phone, asked several questions of the A-B-C order and even requested me to call on him. I did—and to make a long story short, he confessed that the President had practically beaten both his head and the heads of the Board for just "going a eeling;" Cosmopolitan goes on the list.

"America's Greatest Magazine"

COSMOPOLITAN

119 W. 40th St., New York, N. Y.

Rate,
\$840 a page.

JULY MAGAZINES.

ADVERTISING IN MONTHLY MAGAZINES FOR JULY

(Exclusive of publisher's own advertising.)

	Pages.	Agate Lines.
Cosmopolitan	141	31,740
Sunset—The Pacific	91	20,468
Review of Reviews	87	19,488
McClure's Magazine	78	17,678
Everybody's	77	17,433
Scribner's	75	16,848
World's Work	74	16,592
Harper's	73	16,408
Hearst's	72	16,163
Munsey's	53	12,040
American (cols.)	80	11,478
Century	40	8,960
Metropolitan (cols.)	50	8,529
*Popular	31	7,022
Red Book	30	6,720
American Boy (cols.)	33	6,700
Wide World	28	6,328
Boy's Magazine (cols.)	34	6,138
Atlantic Monthly	25	5,740
Argosy	23	5,320
Current Opinion (cols.) ..	37	5,262
Ainslee's	23	5,152
Strand	23	5,152
St. Nicholas	19	4,268
Lippincott's	19	4,256
Blue Book	18	4,144
All Story	17	3,850
Home Life (cols.)	23	3,846
Smart Set	17	3,808
Smith's	16	3,748
Bookman	13	3,080

*2 issues.

VOLUME OF ADVERTISING IN WOMEN'S MAGAZINES

	Columns.	Agate Lines.
*Vogue	232	36,717
Ladies' Home Journal....	86	17,355
Good Housekeeping Magazine (pages).....	66	14,952
Woman's Home Companion	73	14,753
Delineator	63	12,611
Pictorial Review.....	60	12,140
Ladies' World	59	11,800
Designer	53	10,734
Woman's Magazine.....	53	10,674
Holland's Magazine.....	55	10,300
Modern Priscilla	58	9,744
Housewife	48	9,700
People's Home Journal....	44	8,930

* 2 issues.

LIPPINCOTT'S
MONTHLY MAGAZINE

Every day adds to the quantity of LIPPINCOTT'S paid circulation, and we are carefully *picking the quality*,—bankers, owners of automobiles and motor boats, buyers of books, physicians, members of the National Congress of Mothers, and former subscribers to LIPPINCOTT'S who have come back to us to enjoy the many good things arranged for the next year. The effect of this work will be apparent to advertisers using LIPPINCOTT'S this Fall or coming year.

LIPPINCOTT'S
MONTHLY MAGAZINE

	Columns.	Agate Lines.
McCall's Magazine	50	6,809
Mother's Magazine.....	53	7,338
People's Popular Monthly	30	6,773
Woman's World.....	35	6,103
To-Day's Magazine.....	20	4,047
Harper's Bazar.....	10	3,102
Needlecraft	8	1,615

**VOLUME OF ADVERTISING IN
MONTHLY MAGAZINES CAR-
RYING GENERAL AND
CLASS ADVERTISING**

(Exclusive of publisher's own
advertising.)

	Pages.	Agate Lines.
Motor (cols.).....	426	71,673
Motor Boating (cols.)....	211	35,490
Architectural Record.....	104	23,478
System	98	22,148
Popular Mechanics.....	98	22,078
Country Life in America (cols.)	123	20,895
Field & Stream.....	54	12,148
Outing	51	11,508
Popular Electricity.....	47	10,654
Outers' Book.....	47	10,528
Craftsman	46	10,364
Suburban Life (cols.)....	58	9,860
House & Garden (cols.)..	67	9,422
Outdoor World & Recrea- tion (cols.).....	57	8,056
Outdoor Life.....	37	8,400
Travel (cols.).....	54	7,602
Physical Culture.....	32	7,189
House Beautiful (cols.)..	47	6,672
Garden (cols.).....	45	6,300
Technical World.....	26	5,840
International Studio (cols.)	40	5,614
Theatre Magazine (cols.)..	32	5,488
Extension Magazine (cols.)	31	4,960
Arts & Decoration (cols.)	30	4,200
American Homes & Gar- dens (cols.).....	23	3,947

**VOLUME OF ADVERTISING IN
CANADIAN MAGAZINES**

(Exclusive of publisher's own
advertising.)

	Pages.	Agate Lines.
*Canadian Courier (cols.)..	182	33,670
MacLean's	140	31,367
Canadian Magazine	92	20,608
Canadian Home Journal (cols.)	62	12,460

*4 issues—June.

**VOLUME OF ADVERTISING IN
WEEKLIES IN JUNE**

	Columns.	Agate Lines.
June 1-7		
Town & Country.....	155	26,250
Saturday Evening Post..	140	23,800
Literary Digest.....	96	13,527
Collier's	67	12,663
Scientific American.....	51	10,237
Life	69	9,726
Churchman	39	6,240
Harper's Weekly.....	27	5,400
Outlook (pages).....	22	5,040
Leslie's Weekly.....	23	4,783
Youth's Companion.....	22	4,583
Associated Sunday Mags.	25	4,529
Christian Herald.....	24	4,080
Forest & Stream.....	26	3,866
Judge	26	3,655
Illus. Sunday Mag.....	10	2,068

June 8-14

Saturday Evening Post..	112	19,040
Harper's Weekly.....	64	12,340
Collier's	66	12,613
Literary Digest.....	67	9,414
Town & Country.....	49	8,328
Life	41	5,793
Outlook (pages).....	24	5,376
Semi-Monthly Mag. Sec..	26	4,581
Leslie's Weekly.....	21	4,214
Scientific American.....	16	3,369
Churchman	21	3,368
Youth's Companion.....	15	3,051
Forest & Stream.....	20	2,992
Illustrated Sunday Mag..	14	2,872
Associated Sunday Mags.	14	2,520
Judge	16	2,320
Christian Herald.....	9	1,656

June 15-21

Saturday Evening Post..	125	21,250
Town & Country.....	74	12,500
Collier's	63	11,907
Literary Digest.....	64	9,014
Life	53	7,536
Leslie's Weekly.....	27	5,447
Scientific American.....	20	4,023
Forest & Stream.....	24	3,590
Christian Herald.....	21	3,570
Outlook (pages).....	14	3,208
Churchman	19	3,120
Associated Sunday Mags.	17	3,067
Youth's Companion.....	13	2,733
Harper's Weekly.....	13	2,700
Illustrated Sunday Mag.	12	2,575
Judge	12	1,788

June 22-28

Saturday Evening Post..	95	16,150
Outlook (pages).....	69	15,568



A Big Change

Starting with the September issue, Popular Electricity Magazine's name will be changed to Popular Electricity and the World's Advance, which will allow us to publish all interesting articles even though they are not directly connected with electricity. At the same time we will be able to give our readers over 64 pages of the most interesting electrical articles obtainable from all parts of the world.

To this we will add 16 pages of photographs of interesting events collected from all parts of the globe, 16 pages of motion pictures, featuring the manufacturing, staging and photographing of motion pictures, as well as a couple of motion picture stories and motion picture industry anecdotes.

On the strength of this change the Western News Company has increased their order of 50,000 to 65,000 copies, which will bring the September issue to over 85,000 copies. Our rates will remain the same—

One time rates, \$100.00 per page, \$25.00 per $\frac{1}{4}$ page, 50c per line.
Twelve time rates, 80.00 per page, 20.00 per $\frac{1}{4}$ page, 40c per line.

Circulation Distribution

Circulation average first six months 1913—73,842 copies each issue.

Circulation by Geographic Districts

North Atlantic States.....	24,865
South Atlantic States.....	3,403
South Central States.....	4,095
North Central States.....	27,655
Western States	12,145
Foreign	1,679
	<hr/> 73,842

Percentage of Circulation in Towns of Various Sizes in the United States

Population	Percentage
Less than 1,000 (and rural).....	18.42
1,000 to 5,000.....	15.78
5,000 to 10,000.....	7.59
10,000 to 25,000.....	8.58
25,000 to 100,000.....	25.65
Over 100,000.....	21.71
In Canada and foreign.....	2.27

100

Analysis of Sale of Magazine

70% sold over news-stands 30% sold through subscriptions

Class of Readers

Professional	9.26%.. 6,838	Real Estate, Insurance and Brokers	3.25%.. 2,399
Bankers	0.91%.. 672	Telephone and Telegraph Executives	1.69%.. 1,247
Manufacturers	5.20%.. 3,840	Electrical Manufacturers	0.78%.. 576
Merchants	10.79%.. 7,967	Electric Light Co. Executives	6.54%.. 4,829
Office Businesses	6.28%.. 4,637	Electrical Contractors..	2.71%.. 2,001
Factory Executives	0.78%.. 576	Electrical Dealers	1.56%.. 1,153
Libraries & Y. M. C. A's	2.86%.. 2,111	Electricians	10.53%.. 7,775
Building Contractors and Architects	0.65%.. 480		
Mechanics and Artisans.....	12.61%.. 9,311		

Buying Power of Readers

Proprietors of their own businesses	23.27%.. 17,183	Pianos in home.....	66.43%.. 40,053
Officers of corporations.....	10.27%.. 7,583	Automobiles in home.....	29.90%.. 22,078
Managers and superintendents of businesses.....	10.14%.. 7,487	Own homes	46.93%.. 34,654
Minor officials	9.10%.. 6,720	Expect to build homes before 1915	18.85%.. 13,919
Earn in excess of \$1,000 per year	59.93%.. 44,253	Homes wired for electricity	74.49%.. 55,005
Married	54.73%.. 40,414	Connected with electrical industry	39.78%.. 29,374

Ages of Readers

Under 16.....	6.37%..... 4,708	21 to 30.....	23.56%..... 17,398
16 to 21.....	16.90%..... 12,479	30 up	53.17%..... 39,262

This analysis was obtained by sending return question cards to every fifth name on our entire subscription list, assuming that the character of our news-stand circulation is practically the same as that of the subscription circulation.

Further information in regard to this analysis and its results, as well as a booklet of Evidence, containing reproductions of 18 out of 104 letters received from satisfied advertisers, will be mailed upon request.

Reserve space today as you should not miss the September issue as it will be advertised in 21 of the country's leading weekly and monthly publications, reaching 2,998,285 people; and through a special news event poster service, by 24,000 news dealers throughout the United States. Wire or write now.

Popular Electricity Publishing Co.

350 N. Clark Street

CHICAGO, ILLINOIS

	Columns.	Agate Lines.		Pages.	Agate Lines.
Literary Digest.....	71	10,005	20. Hearst's	72	16,163
Town & Country.....	58	9,828	21. Good Housekeeping....	66	14,952
Collier's	43	8,127	22. Woman's Home Com- panion	73	14,753
Life	40	5,735	23. Delineator	63	12,611
Youth's Companion.....	20	4,100	24. Canadian Home Journal (cols.)	62	12,460
Semi-Monthly Mag. Sec.	21	3,729	25. Field & Stream.....	54	12,148
Forest & Stream.....	23	3,479			
Leslie's Weekly.....	17	3,410			
Christian Herald.....	20	3,400			
Associated Sunday Mags.	14	2,541			
Scientific American.....	12	2,521			
Judge	17	2,515			
Churchman	14	2,280			
Harper's Weekly.....	10	2,014			
Illustrated Sunday Mag.	7	1,550			
June 29-30					
Illustrated Sunday Mag.	12	2,545			
Associated Sunday Mags.	13	2,340			

Totals for June

Saturday Evening Post.....	80,240
Town & Country.....	56,906
Collier's	45,310
Literary Digest.....	41,960
Outlook	29,190
Life	28,790
Harper's Weekly.....	22,954
Scientific American.....	20,150
Leslie's Weekly.....	17,854
Churchman	15,008
Associated Sunday Magazines	14,997
Youth's Companion.....	14,467
Forest & Stream.....	13,927
Christian Herald.....	12,706
Illustrated Sunday Magazine.	11,610
Judge	10,278
Semi-Monthly Magazine Sec.	8,310

RECAPITULATION

	Pages.	Agate Lines.
1. Motor (cols.).....	426	71,673
2. Vogue (cols.).....	232	36,717
3. Motor Boating (cols.)	211	35,490
4. Canadian Courier (weekly) (cols.).....	182	33,670
5. Cosmopolitan	141	31,740
6. MacLean's	140	31,367
7. Architectural Record..	104	23,478
8. System	98	22,148
9. Popular Mechanics....	98	22,078
10. Country Life in Amer- ica (cols.).....	123	20,895
11. Canadian Magazine....	92	20,608
12. Sunset—The Pacific...	91	20,468
13. Review of Reviews....	87	19,488
14. McClure's	78	17,678
15. Everybody's Magazine.	77	17,433
16. Ladies' Home Journal.	86	17,355
17. Scribner's	75	16,848
18. World's Work.....	74	16,592
19. Harper's	73	16,408

Wants the Masses Recognized

THE OFFICE OUTFITTER
CHICAGO, June 29, 1912.

Editor of PRINTERS' INK:

In your issue of June 12, on page 39, you publish a list submitted by a reader purporting to be twelve names of commercial enterprises most famous in this country to-day.

The list is as follows:

Worth	Revillon Freres
Wanamaker	Waldorf-Astoria
Lloyd's	Tiffany
Rothschild's	J. P. Morgan & Co.
Gorham	Pears' Soap
20th Century	Cook's Tours

It would seem to me that the first, third, sixth, seventh, eighth, ninth and twelfth names submitted should not take precedence over other trade names, my reason being that the advertisers in question appeal more to people of means rather than the public at large. The second and fourth names impress me as being better known in certain localities rather than nationally.

My idea of a list of commercial enterprises deserving of being classed as nationally famous should include advertisers whose wares are used by and within the reach of people in moderate circumstances, as well as those who are fortunate enough to enjoy a good income. I believe the following list would be more proper:

1—Colgate's.	8—National Cash
2—Western Union.	Register Co.
3—Ivory Soap.	9—Edison.
4—Bull Durham.	10—Montgomery
5—Armour & Co.	Ward & Co.
6—Remington Type- writer Co.	11—Globe-Wer- nicke Co.
7—Standard Oil Co.	12—Eastman.

L. B. MACKENZIE.

Plans New Newspaper

Robert D. Towne, recently of the *Scranton Tribune-Republican* and *Scranton Truth*, morning and afternoon newspapers, has announced that he will publish in Scranton a new Progressive newspaper, the *Scranton Daily News*.

The new newspaper will begin publication within the next two weeks.

L. Jonas, who conducted a newsstand in the old Astor House, New York, thirty-eight years, and who numbers among his customers hundreds of advertising and professional men, has moved to the ground floor of the Woolworth Building. His old newsstand customers for **PRINTERS' INK** may be supplied there.

July, 1912

*Number of Lines of
Advertising Gained*

3,453

Here's the record of a magazine which has consistently increased its business

every issue for the past sixteen months.

Hearst's, in July, 1912, showed a gain of 3,453 lines of advertising over the corresponding issue of the previous year; in July, 1913, 7,558 lines, equalling nearly 90% of the *combined* gains made by all the accepted leading, standard magazines. Hearst's was within 975 lines of the total gains shown by all these magazines.

During the last year and a third, Hearst's has made advertising gains ranging from 7% to 247%. In both volume and per cent of increase, this record, we believe, has been unparalleled by any magazine of any class.

Hearst's has not only shown consistent gains in advertising but has doubled its circulation as well; guaranteed both the *quantity* of its circulation and the *quality* of its advertising; gone on the newsstands on a non-returnable basis; twice raised its rate during this period, and is again about to make a third rate revision.

What other facts would you wish, Mr. Advertiser, for the consideration of a medium?

"Repetition Makes Reputation"

Hearst's Magazine

119 West 40th Street, New York

"The-Most-Talked-of-Magazine-in-America"

Chicago Office: 733 Marquette Bldg.

July, 1913

*Number of Lines of
Advertising Gained*

7,558

"PRINTERS' INK'S" FOUR-YEAR RECORD OF JULY ADVERTISING

	1913	1912	1911	1910	Total
Cosmopolitan	31,740	35,021	25,583	25,536	117,880
Everybody's	17,433	20,501	25,422	26,537	89,893
Sunset—The Pacific	20,468	24,416	23,625	18,424	86,933
Review of Reviews	19,488	20,384	21,280	23,068	84,220
McClure's Magazine	17,678	15,456	18,368	21,770	73,272
World's Work	16,592	18,640	15,414	20,790	71,436
Scribner's	16,848	14,784	15,823	23,420	70,875
Harper's	16,408	16,688	18,200	17,900	69,196
Munsey's	12,040	14,672	19,516	19,192	65,420
American Magazine	11,478	10,590	13,272	19,232	54,572
Century	8,960	11,872	12,598	15,120	48,550
Hearst's	16,163	8,605	5,152	8,400	38,320
Red Book	6,720	7,280	8,960	11,200	34,160
Current Opinion	5,262	6,048	8,547	8,028	27,885
Argosy	5,320	5,712	8,386	7,560	26,978
Ainslee's Magazine	5,152	6,060	7,392	7,100	25,704
American Boy	6,700	6,552	6,130	5,620	25,002
Metropolitan	8,529	5,160	6,891	4,032	24,612
Atlantic Monthly	5,740	4,256	5,264	6,720	21,980
Lippincott's	4,256	6,720	4,284	5,824	21,084
Boy's Magazine	6,138	4,448	4,092	2,793	17,471
All-Story	3,850	3,584	5,494	4,522	17,450
St. Nicholas	4,268	3,752	3,864	3,528	15,412
	267,231	271,201	283,557	307,216	1,129,205

WOMEN'S MAGAZINES

	1913	1912	1911	1910	Total
Vogue	36,717	29,091	29,874	28,028	123,710
Ladies' Home Journal	17,855	16,349	14,597	18,256	66,557
Woman's Home Companion	14,753	15,204	14,640	16,144	60,741
Good Housekeeping	14,952	14,794	13,188	16,212	59,146
Delicater	12,611	13,457	13,843	11,252	51,163
Woman's Magazine	10,674	12,325	13,242	10,572	46,813
Designer	10,734	12,157	13,178	10,554	46,623
Modern Priscilla	9,744	10,790	11,928	10,584	43,046
Ladies' World	11,800	9,400	10,900	9,880	41,980
Pictorial Review	12,140	9,000	8,200	7,560	36,900
Mother's Magazine	7,338	7,948	6,429	7,329	29,044
Woman's World	6,103	6,665	7,039	6,422	26,229
McCall's Magazine	6,809	6,968	5,673	6,566	26,016
People's Home Journal	8,930	5,842	5,300	3,666	23,738
Harper's Bazar	3,192	2,201	4,251	6,100	15,744
To-Day's Magazine	4,047	2,451	3,610	3,473	13,581
	187,899	174,642	175,892	172,598	711,031

CLASS MAGAZINES

	1913	1912	1911	1910	Total
Motor	71,673	70,434	75,264	69,048	286,419
Motor Boating	35,490	48,304	32,256	21,924	137,974
Country Life in America	20,895	25,545	28,537	27,946	102,923
System	22,148	21,056	19,264	23,632	86,100
Popular Mechanics	22,078	20,328	16,212	18,256	76,874
Outing	11,508	12,684	14,890	13,664	52,746
Suburban Life	9,860	10,370	12,410	17,680	50,320
House & Garden	9,422	9,100	10,509	8,930	37,961
House Beautiful	6,672	9,240	9,256	6,072	31,240
International Studio	5,614	6,300	8,120	10,304	30,338
Garden	6,300	6,767	7,399	7,980	28,446
Physical Culture	7,189	6,048	6,776	5,600	25,613
Theatre Magazine	5,488	6,254	6,668	6,440	24,850
	234,337	252,430	247,561	237,476	971,804

WEEKLIES

	1913	1912	1911	1910	Total
Saturday Evening Post	80,240	95,733	81,550	73,180	330,703
Collier's	45,810	50,740	45,941	46,552	188,544
Literary Digest	41,960	41,530	35,824	35,602	154,916
Outlook	29,190	35,728	33,006	34,265	132,189
Life	28,790	28,099	28,379	30,728	115,996
Leslie's Weekly	17,854	21,618	23,547	22,405	85,424
Forest & Stream	13,927	20,023	13,684	17,918	65,552
	257,271	293,471	261,931	260,651	1,073,324
Grand Total	1,129,205	971,804	711,031	1,073,324	3,885,364

Get a Personal Introduction to 98,000 Merchants

To men who talk quality, carload lots and cash discounts, merchants who cater to the richest per capita people in the world—and the freest spending.

They're all here "just beyond the Rockies"—in America's paradise—the land of gushing oil wells, endless fruit farms, roaming cattle ranches and mines

SUNSET

The Pacific Monthly

talks to every single one of these merchants **direct every month**—talks to them **personally**—individually—man to man.

The Sunset mails a trenchant, a timely, trade message to each of these 98,000 merchants *every month* about trade conditions in the Pacific Coast States—Sunset advertisers, Sunset readers, etc. Most of these 98,000 read Sunset—whether they do or not they get a special business talk anyhow.

Sunset helps—really helps—its advertisers get their goods in these stores, and Sunset has an army of prosperous, free-spending buyers to help keep the goods moving out.

Write for rates or any information to



Sunset—The Pacific Monthly

"Get in before the Canal opens"

Wm. Woodhead, Business Mgr., San Francisco

Or the Eastern Offices:

CHICAGO—73 West Jackson Boulevard, L. L. McCormick, Mgr., 238 Marquette Bldg., G. C. Patterson, Mgr.

NEW YORK—Times Building, W. A. Wilson, Mgr.

The Little Schoolmaster's Classroom

AWAY back in the stone age of advertising somebody laid down the principle that in order to look "artistic," various things in a piece of composition such as a displayed advertisement should be "centered up"—that is, balanced on an imaginary line drawn down through the center of the space. Since that day printers have been assiduously centering and balancing type compositions, with the idea that they are thus making advertisements more attractive and readable, overlooking that advertisements require entirely different treatment from that given to title pages, letterheads, etc.

Of course, in a general way, any harmoniously arranged composition may be said to be balanced;

**IF YOU ARE A
HIGH-CLASS
SALESMAN
AND BUSINESS MANAGER
WITH
\$2,500.00
TO INVEST
I WANT YOU
AS A PARTNER
IN MY BUSINESS
AS YOU HANDLE
ALL THE FUNDS
Best Reference and Bond Required.
H 74 TIMES**

TOO MUCH DISPLAY

long will it be before advertising writers and compositors everywhere learn that usually after you have decided on a display that is sure to command attention you can set the remainder of the copy in a plain, easy-reading style? This ought to be a very simple lesson to learn, but apparently it is a hard one for most people.

Compare the "Back-to-the-Old-Farm" setting with the "centered-up" salesman ad. This plainly set advertisement is a model of simplicity, but it invites reading.

* * *

The Golden Rule Store, of St. Paul, attracted considerable attention unto itself recently when it purchased \$100,000 worth of city bonds and put them on sale "at exceedingly attractive" prices. The vice-president of the concern says that the goods were advertised and sold just as any other merchandise is. The *New York Times* makes the following humorous comment:

People who follow the course of events in Wall Street carefully enough to know how small has been the volume of business done there of late will easily realize that discouragement verging on despair filled the stockbroking mind at

the news which comes from St. Paul—the city, not the security. For the managers of a department store in St. Paul have added to its many "lines" one that no department store ever "carried" before—municipal bonds. Not only have they put the bonds on a counter, but, to make matters worse it is a bargain counter on which the bonds have been put, and this novel "sale" is to be at "reduced to cost" prices.

Of course the idea will spread, as such ideas always do, and that broker is in-

Back to the Old Farm

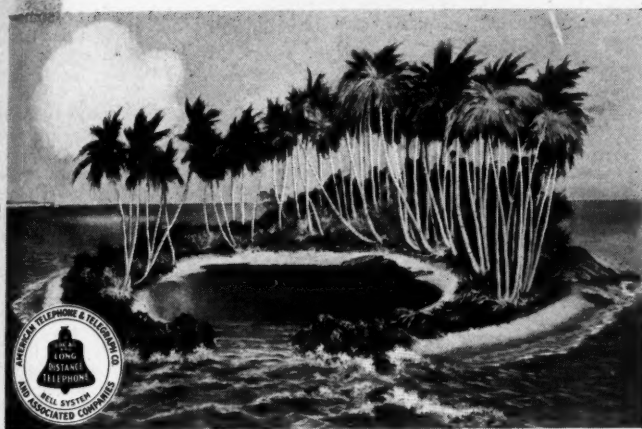
Have you thought of going back to that "old farm" and fixing up the place, and once more enjoying the privileges and advantages of that healthy and independent life? Or perhaps you would establish a country place. Farming holds out both profit and pleasure to you. It is our biggest and most reliable industry. It pays the practical thinking person a handsome and steady profit year after year.

But the methods of twenty years ago have been cast aside. Science and investigation have revolutionized the farmer. If you already have a farm or contemplate owning one, it will pay you to "study up," and keep posted on what is being done in this big field. You ought to take *FARM AND FIRESIDE*, The National Farm Paper. This big paper is edited by people who know farming and who are qualified by both experience and training to give advice and instruct in a practical way. It is issued every other Saturday, and every copy contains many helpful articles, stories and wholesome humor. A remittance of only 50 cents will bring you *FARM AND FIRESIDE* a whole year—26 big issues. Mail your orders to

FARM AND FIRESIDE, SPRINGFIELD, OHIO

SIMPLE AND READABLE

what the Schoolmaster particularly refers to is the centered-up arrangement shown in the "salesman wanted" advertisement here reproduced. If the compositor of this had made a day's study for ways and means to make an advertisement unattractive and hard to read he could not have succeeded more admirably. How



Coral Builders and the Bell System

In the depths of tropical seas the coral polyps are at work. They are nourished by the ocean, and they grow and multiply because they cannot help it.

Finally a coral island emerges from the ocean. It collects sand and seeds, until it becomes a fit home for birds, beasts and men.

In the same way the telephone system has grown, gradually at first, but steadily and irresistibly. It could not stop growing. To stop would mean disaster.

The Bell System, starting with a few scattered ex-

changes, was carried forward by an increasing public demand.

Each new connection disclosed a need for other new connections, and millions of dollars had to be poured into the business to provide the 7,500,000 telephones now connected.

And the end is not yet, for the growth of the Bell System is still irresistible, because the needs of the people will not be satisfied except by universal communication. The system is large because the country is large.

**AMERICAN TELEPHONE AND TELEGRAPH COMPANY
AND ASSOCIATED COMPANIES**

One Policy

One System

Universal Service

deed a lonely optimist whose prophetic soul is not telling him of a day soon to come when he, too, like many another man who used to be "in business for himself," will be only a salaried employee to whose store and aisle the handsome floorwalker will be directing shoppers with suave assurances—that there they will find "the most complete assortment of stocks in the city." Even the ladies will soon find out what kind of stocks the floorwalker means, and as the "assortment" will surely contain some of fascinating cheapness doubtless many of them will be tempted, will fall and will buy, quite forgetting father's pressing need for some new underclothes.

* * *

"I believe in all that you advocate about the fine points and the general appearance of letters," says a reader of the Classroom, "but what's a fellow going to do when his firm insists on a policy of standardizing the correspondence and employing low-salaried stenographers? Do you know of any way of getting the \$15 and \$18 grades of work out of \$6 and \$8-a-week workers?"

The Schoolmaster doesn't. It is unfortunate that too often ideals cannot be lived up to, just because the general policy and machinery of a concern are too slow to respond. But it is expecting rather too much to hope that the man in the inside office will put his O. K. immediately on every proposed change for the better. Reforms and improvements must, as a rule, be worked out slowly, by accumulating evidence and keeping at the argument. A certain firm contended that there was no need of preparing answers to the objection of "high price." The ad man was sure of his own ground, but he kept his patience until he had saved up a score of letters from prospective purchasers who refused to buy because of prices. Then he marched into the inside office with his evidence, and somebody's eyes were opened.

Be sure of your ground and then hammer away with diplomacy. Some of your reforms will come along some sweet day. You will appreciate them all the more because you fought for them.

* * *

"Something to Crow About" was the headline of a window

card about rubber heels or something of that sort, and under this brilliant headline was a row of equally brilliant rooster heads all crowing energetically. The Schoolmaster, as he passed a little shoe-repairing shop, saw this card in the hand of a weazened-looking old cobbler. The form of the appeal was not one that the critics would crow about, but the old shoemaker was chuckling as he held up the card for his wife to enjoy. And after a while he picked out the best place in his window for this row of jubilant roosters. The Schoolmaster passed on with the reflection that there are many different viewpoints to study in this world of ours.

* * *

"The Public Ledger has no patience with patent medicines either for the individual or as a stimulant for newspaper circulation. They are as useless for the one as for the other." This clear-cut expression from the Philadelphia paper is reproduced editorially by several newspapers whose columns are full of patent-medicine advertisements of low grade. What does the intelligent reader think in a case of this kind?

* * *

"Horse-high, pig-tight, and bull-strong." Can you beat this old-time seven-word picture of a good farm fence?

* * *

The Schoolmaster is asked to say what a \$5,000 advertising man ought to know, the order of importance of the various qualifications and how such qualifications may be acquired. This is another of those questions to which only general answers can be given. The man able to earn \$5,000 or more in an advertising position possesses judgment and executive ability in addition to other qualifications such as the knack of studying needs, merchandise and people, facility in putting appeals into effective form, etc. Just how far these things come from aptitude or are developed by study and experience is hard to say. The Schoolmaster does feel able to

say, however, to this inquirer, who confesses to earning \$35 a week, that men in advertising, as in other lines of work, grow rather than jump to \$5,000 a year, if they get there at all. And this is a good thing. The man who is earning \$2,000 is not prepared, as a rule, to jump to double or treble the amount. He is more able to handle himself well if he advances by stages, heaping up experience on experience and profiting by his mistakes as well as his successes.

* * *

The telegram envelope advertises the fact that the boy will wait for your reply if a reply is needed. These are the "efficiency" things that get somewhere.

League Dinner to Woodhead

The Advertising Clubs of New York gave an "after Baltimore" dinner, July 2, in honor of President William Woodhead of the A. A. C. of A. Although

the evening followed the hottest day of the summer, more than a hundred men met to cheer the new administration and look at the motion pictures of the doings at Baltimore. The clubs which acted as hosts were the Advertising Men's League, the Advertising Agents Association, the Quoin Club, the Representatives' Club, and the Six-Point League. Frank Gauss, president of the Representatives' Club, was toastmaster.

President Woodhead outlined the plans of the new administration—for a bigger and better educational programme, and a stronger Vigilance movement. He expressed his appreciation of the response he had received from the men he had asked to serve under the new administration, and presaged great results from the union of the East and the West in the club movement. Other speakers were: A. T. Ashebrook, of the Butterick Trio; J. R. Charter, of London; C. A. Kuperberg, of Mainz; O. J. Gude, of the O. J. Gude Company, New York; F. J. Cooper, of the F. J. Cooper Company, San Francisco; Herbert Casson, of the H. K. McCann Company; William C. Freeman, of the New York Tribune; Herbert Houston, of Doubleday, Page & Co.; Richard H. Waldo, of Good Housekeeping; Grafton B. Perkins, of the Baltimore Ad Club, and William H. Ingersoll, president of the Advertising Men's League.

Lincoln Freie Presse

GERMAN WEEKLY
LINCOLN, NEB.

Takes the place of 280 County weeklies at 1-10 the cost. Great saving in bookkeeping, postage and electros. Rate, 35 cents.

Actual average circulation 125,667



Trade-Marks

Designed
Registered
Protected

TRADE-MARK TITLE CO.

222 P. D. Bld., Ft. Wayne, Ind.

Copy Man

with Newspaper Experience

We want a young man, preferably with college training, who can write strong, forceful copy; versatile, original man with ideas and personality.

Small salary to start with but no limit to its increase.

Write experience, age, etc., C. E., Box 83, PRINTERS' INK.

1847 ROGERS BROS.

"Silver Plate that Wears"

Spoons, Forks, Knives, etc., of the highest grade carry the above trade mark.



Guaranteed by the largest makers of silverware.

Send for Catalogue "P"

INTERNATIONAL SILVER CO., MENDEN, CONN.

Successor to Meriden Britannia Co.

NEW YORK

CHICAGO

SAN FRANCISCO



Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty-five cents an agate line for each insertion. Six words to line. No order for one time insertion accepted for less than one dollar and twenty-five cents. No advertisement can exceed 28 lines. Cash must accompany order. Forms close Thursday.

ADVERTISING AGENTS

ALBERT FRANK & CO., 26 Beaver St., N. Y. General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

Classified Ads Placed

In all Newspapers and Magazines at publishers' lowest rates. Proof of insertion guaranteed or your money back. Write for select lists or send your list and ad for quotation. Agencies not handling Classified should write for proposition. Our magazine "Advantageous Advertising" free on request.

Classified Dept.

THE ARKENBERG-MACHEN CO.
233-5 Nasby Building Toledo, Ohio

We treat "live" problems: "What is wrong with our copy?" or "How can we get dealers to help us?" or "What would make a good trademark?" If any of these problems are a part of your "worry", write on letterhead for portfolio of Proofs.

HB

HELLER-BARNHAM, Essex Bldg., Newark, N. J.

ADVERTISING MEDIA

THE BLACK DIAMOND Chicago-New York-Pittsburg, for twenty-five years the coal trades' leading journal. Write for rates.

THE TEXTILE MANUFACTURER, Charlotte, N. C., covers the South thoroughly, and reaches the buyers of machinery and supplies.

THE circulation of the New York World, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.

ST. PETERSBURG (Fla.) Eve. Independent—only newspaper in the world that gives away its entire circulation free every day in the year the sun does not shine upon its office. Clean, live, up-to-date. Intelligent and prosperous readers. Advertisers get results. Weekly Edition Thurs.

ART WORK

COMMERCIAL ART PLUS SELLING IDEAS

Give us your "latitude and longitude" and we'll land you on our work. Address ART DEPARTMENT, Green-Lucas Co., Baltimore.

BILLPOSTING

8¢ Posts R.I.

Listed and Guaranteed Showing, Good Locations Mostly individual boards. Write for open dates Standish Adv. Agency..... Providence R.I....

BUSINESS OPPORTUNITIES

A WISE man buys on a falling market. We have several good publishing propositions at attractive prices—from \$5,000 up—with easy terms to responsible men. **HARRIS-DIBBLE CO.**, 71 West 23rd St., New York City.

A TRIED monthly publication covering the affairs of one of the largest industries has circulation possibilities of 150,000 known names. 20 per cent readily procured assuring adequate return on reasonable capitalization. Association and capital sought through investing publishers to whom proposition can be demonstrated as worthy and with assured prospects. Address Box 950, care of Printers' Ink.

FOR SALE

FOR SALE—Country weekly newspaper and job plant in South-Central Pennsylvania. Paper has over three thousand circulation. Ask any questions you want answered. Address **MILLER BROS. & BAKER**, Harrisburg, Pa.

GOOD COUNTRY WEEKLY

for sale at one half its actual value of the equipment alone. Circulation 1200; plenty of work; established fifty years; easy terms to good party; price \$1600. Any information. Box 913, care of Printers' Ink.

HELP WANTED

ADVERTISING REPRESENTATIVE WANTED to cover middle states and Eastern territory by established Pacific Coast class journal. Salary \$50 and expenses. Give references. Address Box 934, care of Printers' Ink.

WANTED by leading Canadian Agency, Copy Writer and Layout man. One who, in addition to being able to produce good copy, knows the technique of his business. Moderate salary to start with, but excellent prospects for right man. Write, giving full particulars, stating salary required and references, to Box 943, care of Printers' Ink.

WANTED: Live wire for foreign advertising, charge N. Y. office, inside-out, exceptional references, remuneration depends own work and hustle. Good proposition for right man, advertising connections required, especially those interested foreign trade. Box 941, care of Printers' Ink.

Copy Writer Wanted

A man under forty years of age. Must have experience in writing medical, pharmaceutical and toilet article copy. Must live in Philadelphia. Address E. G. KLEINSORGE, 200 Fifth Ave., N. Y.

ASSISTANT BUSINESS MANAGER WANTED

by the largest technical magazine publishing house in the South. Must be well educated, about 25 years old, able to show a clean record, of robust health, acquainted with the advertising and publishing business, able to handle correspondence and experienced in the dictation of letters. Atlanta is the South's most progressive and prosperous city. Salary to start, \$25 per week with every opportunity for advancement for the man with ability and inclination to make a record for himself. Address, COTTON PUBLISHING CO., Atlanta, Ga.

MISCELLANEOUS

MANUFACTURERS looking for high grade advertising men and advertising men in search of better positions, will find in the classified department of **PRINTERS' INK** a certain means of getting in touch with "live" prospects. Advertisements in this department cost 25c per line, figuring 6 words to a line and 14 lines to the inch. No smaller copy than five lines, costing \$1.25, accepted for a one-time insertion. **PRINTERS' INK PUBLISHING CO.**, 12 W. 31st St., New York City.

POSITIONS WANTED

ADVERTISING man, College graduate with (I. C. S.) training, seeks position in your advertising department. Able copy-writer, correspondent and proof-reader. Highly endorsed. Open after July 1. Box 914, care of Printers' Ink.

RIGHT in my prime. "Made Good" salesman to advertising manager. Know every department detail. Economical buyer. Big producer. Want to join "coming" manufacturing concern as advertising manager. Convincing evidence. K G.S., 627 Manhattan Bldg, Chicago.

ADV. MANAGER'S ASSISTANT

Position wanted by capable young man, 28, possessing seven years of practical business experience; knowledge of bookkeeping, typewriting and salesmanship; writes forceful copy; prepares layouts; graduate of two advertising schools; enabled to furnish highest credentials. Address Box 932, care of Printers' Ink.

A TECHNICAL MAN with sales and office training, familiar with printing and commercial art, now taking I. C. S. advertising course, will take position in advertising department of manufacturing firm which offers opportunity of advancement. Has especial knowledge of automobile manufacturing and selling. Age 30. Salary to start not less than \$1800 a year. Address Box 940, Printers' Ink.

I am advertising and sales manager of a large concern limited by the nature of its business to a restricted territory. Have reached the limit in this line after five years and want to change. Spent ten years practicing and studying advertising, selling, and modern management. Will you look at samples and evidence of my ability. Present salary \$3000 a year. Address Box 939, care of Printers' Ink.

Sales and Advertising Manager Likes Hard Tasks

Close association with some of the biggest manufacturers in the automobile industry has fitted this man especially for your business. His training is based on a broad merchandising experience in the relation of manufacturer to consumer and manufacturer to dealer. University graduate, newspaper reporter, magazine editor, advertising solicitor, copy writer, head of sales promotion department, manager of publicity department. Thus, he has accumulated, in the course of a few years, a storehouse of information. Is it not likely that he has learned some solutions which you would give a great deal to know? Suppose you were to afford him the opportunity of analyzing your sales and advertising problems. He desires to pick a winner. \$3200. Address Box 942, care of Printers' Ink.

Ready When Wanted

¶ Half the worth of any information lies in its immediate accessibility. Your copies of **Printers' Ink** will always be ready for service if they are kept in **Printers' Ink** binders.

65 cents each — Parcel Post Charges Paid

¶ The price represents the actual cost of manufacturing and shipping.

PRINTERS' INK PUB. CO.,
12 W. 31st St., New York

ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company who will pay \$100 to the first person who successfully controverts its accuracy.

ALABAMA

Birmingham, *Ledger*, dy. Average for 1912, 23,044. Best advertising medium in Alabama.

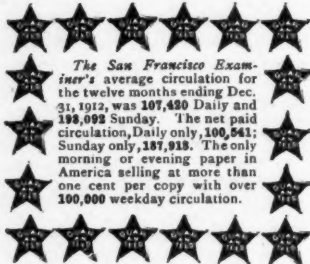
ARIZONA

Phoenix, *Gazette*. Average Mar., 1913, 6,278. daily. A. A. A. ex. regularly.

CALIFORNIA

Los Angeles, *Tribune*. D'y & S'y av.'12, 59,263. Largest morning circulation in Los Angeles.

San Diego *Union*. Sworn circulation, 1912, Daily, 10,998; Sunday only, 14,792.



The San Francisco *Examiner's* average circulation for the twelve months ending Dec. 31, 1912, was 107,480 Daily and 198,092 Sunday. The net paid circulation, Daily only, 100,841; Sunday only, 187,918. The only morning or evening paper in America selling at more than one cent per copy with over 100,000 weekday circulation.

CONNECTICUT

Meriden, *Journal*, evening. Actual average for 1911, 7,892; 1912, 8,124.

Meriden, *Morning Record*. Daily av.: 1910, 7,892; 1911, 8,086; 1912, 8,404.

New Haven, *Evening Register*, daily. Aver. for 1912 (sworn) 19,193 daily, 2c.; Sunday, 15,478, 5c.

Waterbury, *Republican*. Examined by A. A. A. regularly. 1912, Daily, 8,130; Sunday, 7,973.

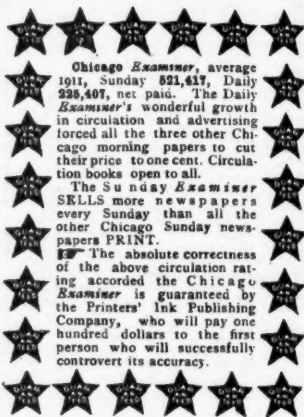
DISTRICT OF COLUMBIA

Washington, *Star*, Evening and Sunday. Average daily, 1912, 43,864 (C.C.). Carrier delivery.

ILLINOIS

Joliet, *Herald*, evening and Sunday morning. Aver. year ending Dec. 31, 1912, 8,289.

Peoria, *Evening Star*. Circulation for 1912, Daily, 21,891; Sunday, 10,449.



Chicago *Examiner*, average 1911, Sunday 821,617, Daily 228,407, net paid. The Daily *Examiner's* wonderful growth in circulation and advertising forced all the three other Chicago morning papers to cut their price to one cent. Circulation books open to all.

The Sunday *Examiner* SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the above circulation rating accorded the Chicago *Examiner* is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

INDIANA

South Bend, *Tribune*. Sworn average June, 1913, 19,362. Best in Northern Indiana.

IOWA

Burlington, *Hawthorne*. Average 1912, daily, 9,876; Sunday, 10,884. "All paid in advance."

Des Moines, *Register & Leader*. (av.'12), 38,446. *Evening Tribune*, 30,824 (same ownership). Combined circulation 69,112—36% larger than any other Iowa paper. Supreme in want ad field.

Washington, *Bus. Journal*. Only daily in county. 1,978 subscribers. All good people.

Waterloo, *Evening Courier*, 56th year; Av. dy. 1912, 8,711. Waterloo pop., 29,000.

KENTUCKY

Louisville, *Courier-Journal*. Average 1912, daily, 28,066; Sunday, 49,181.

Louisville, *The Times*, evening daily, average for 1912 net paid 49,693

LOUISIANA

New Orleans, *Item*, 6 mos. sworn st'ment U. S. P. O. d'y & Sun., Oct.'12, Mar.'12, net cir. 46,820.

MAINE

Augusta, *Kennebec Journal*, daily average 1912, 10,908. Largest and best cir. in Cent. Me.

Bangor, *Commercial*. Average for 1912, daily 10,692

Portland, *Evening Express*. Net average for 1912, daily 19,028. Sunday *Telegram*, 12,228.

MARYLAND

Baltimore, *News*, daily. News Publishing Company. Average 1912—Sunday, 56,194; daily, 80,048. For May, 1913, 76,848 dy.; 86,062 Sun.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.



MASSACHUSETTS



Boston, *Globe*. Average circulation. Daily (2 cents a copy) 1912, 190,149.

Sunday

1912, 322,915.
Advertising Totals: 1912, 8,642,511 lines

Gain, 1911, 266,450 lines

1,724,621 lines more than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1912, to December 31, 1912.



Boston, *Evening Transcript* (©©). Boston's tea table paper. Largest amount of week day ad.

Boston, *Daily Post*. June circulation averages of *The Boston Post*: *Daily Post*, 423,367, *Sunday Post*, 312,261.

Boston, *Herald* and *Traveler-Herald*, all-day circulation over 200,000. A great quality newspaper in the morning and concentrated local and suburban circulation in evening.

Lawrence, *Telegram*, evening, 1912, av. 3,986. Best paper and largest circulation in its field.

Lynn, *Evening Item*. Daily sworn av. 1910, 18,662; 1911, 16,987; 1912, 18,328. Two cents. Lynn's family paper. Covers field thoroughly.

Salem, *Evening News*. Actual daily average for 1912, 19,198.

Worcester, *Gazette*, evening. Av. Jan. to Dec., '12, 20,367. The "Home" paper. Larg'est ev'g circ.

MICHIGAN

Detroit, *Michigan Farmer*. Michigan's only farm weekly. Average circulation 1912, 63,463.

Jackson, *Patriot*, Aver. year, 1912, daily 10,478; Sunday, 11,444. Greatest circulation.

MINNESOTA

Minneapolis. *Farm, Stock and Home*, semi-monthly. Actual average for year ending Dec. 31, 1912, 106,250.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.



Minneapolis, *Tribune*, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average net paid circulation for 1912, daily *Tribune*, 100,134; Sunday *Tribune*, 142,931.

MISSOURI

St. Louis, *National Farmer and Stock Grower*, Mo. Actual average for 1912, 123,488.

NEW JERSEY

Camden, *Daily Courier*. Daily average Oct. 1st, 1912 to Mar. 31, 1913, 10,936.

Camden, *Post-Telegram*. 10,900 daily average 1912. Camden's oldest daily.

Trenton, *Evening Times*. '08, 21,326; '20-'09, 19,062; '10, 19,238; '11, 20,116; '12—21,959.

NEW YORK

Albany, *Evening Journal*. Daily average for 1912, 19,158. It's the leading paper.



The Brooklyn *Standard Union*, Printers' Ink says, "now has the largest circulation in Brooklyn". Daily average for 1912, 64,406.

Buffalo, *Courier*, morn. Ave., 1912, Sunday, 99,092; daily, 84,486; *Enquirer*, evening, 37,182.

Buffalo, *Evening News*. Daily average, three months, 1913, 100,496.

Gloversville and Johnstown, N. Y. *The Morning Herald*. Daily average for 1912, 8,789.

NEW YORK CITY

The Globe Largest high-class evening circulation. Counts only papers sold for cash. Net cash daily average, year ended April 30, 1913, 139,194. A. A. A. and N. W. Ayer & Son certificates.

Schenectady, *Gazette*, daily. A. N. Lietcy. Actual average for 1912, 22,010. Benjamin & Kentnor, 225 Fifth Ave., New York; Peoples' Gas Building, Chicago.

Utica, *National Electrical Contractor*, mo. Average for 1912, 2,466.

NORTH CAROLINA

Charlotte—Best town two Carolinas. *News*, best Evening and Sunday paper. Investigate.

Winston-Salem, *Daily Sentinel* (c.), av. Ap'l, '13, 4,860. *Semi-Weekly Sentinel*, av. April, '13, 6,360.

OHIO

Cleveland, *Plain Dealer*. Est. 1841. Actual average for 1912: Daily, 106,486; Sun., 134,265. For May, 1913, 112,630 daily; Sunday, 148,370.

Youngstown, *Vindicator*. D'y av., '12, 16,971. LaCoste & Maxwell, N. Y. & Chicago.

PENNSYLVANIA

Erie, *Times*, daily. 22,497 average, May, 1913. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y.

Philadelphia. *The Press* (©) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the *Daily Press* for 1912, 87,223; the *Sunday Press*, 178,868.

Washington, *Reporter and Observer*, circulation average 1912, 12,000.





West Chester. *Local News*, daily, W. H. Hodgson. Aver. for 1912, **15,125**. In its 41st year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Wilkes-Barre. *Times-Leader*, eve. net, sworn, average 1912, **18,681**.

Williamsport. *Daily Sun and News*. Average for December, 1912, **17,028**.

York. *Dispatch and Daily*. Average for 1912, **19,638**. Covers its territory.

RHODE ISLAND

Newport. *Daily News*, (evening) 66th year. Covers field. Circulation for 1912, **4,590**.

Pawtucket. *Evening Times*. Average circulation for 1912, **21,097**—sworn.



Providence. *Daily Journal*. Average for 1912, **34,443** (©). Sunday, **24,777** (©). *Evening Bulletin*, **52,547** average 1912.

Westerly. *Daily Sun*, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1912, **5,449**.

SOUTH CAROLINA

Charleston. *Evening Post*. Evening. Actual daily average 1912, **8,509**.



Columbia. *State*. Actual average for twelve months ending Dec. 31, 1912, daily **19,149**; Sunday, **18,826**. March, 1913, average, daily, **20,480**; Sunday, **20,180**.

Want-Ad Mediums

CONNECTICUT

MERIDEN *Morning Record*. Unusually large lead in Want Ads, in exceptionally profitable field. Rate, cent a word; 5 cts. for 7 times.

NEW HAVEN *Register*. Leading want ad medium of State. Rate 1c. a word. Av.'12, **19,198**.

DISTRICT OF COLUMBIA

THE *Evening and Sunday Star*, Washington, D. C. (©), carries double the number of Paid Want Ads of any other paper. 1c. a word.

ILLINOIS

"NEARLY everybody who reads the English language in, around or about Chicago, reads *The Daily News*," says the *Post-office Review*, and that's why *The Daily News* is Chicago's "want ad" directory.

THE *Chicago Examiner* with its 541,623 Sunday circulation and 216,698 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

MAINE

THE *Evening Express and Sunday Telegram* carry more Want Ads than all other Portland papers combined.

MARYLAND

THE *Baltimore News* carries more Want Ads than any other Baltimore daily. It is the recognised Want Ad Medium of Baltimore.

VERMONT

Barre. *Times*, daily. Only paper in city. Av. 1912, **6,083**. Examined by A.A.A.
Burlington. *Free Press*. Examined by A.A.A. 9,418 net. Largest city and state.

VIRGINIA

Danville. *The Bee* (eve.) Aver. May, 1913, **5,367**. June, 1913, ave., **5,248**.

WASHINGTON

Tacoma. *Ledger*. Average year 1912, daily and Sunday, **21,347**

Tacoma. *News*. Average for year 1912, **20,593**

WISCONSIN

Fond Du Lac. *Daily Commonwealth*. Average year ending Dec. 31, 1912, **4,063**. Established over 40 years ago.

Janesville. *Gazette*. Daily average, June, 1913, daily **6,068**; semi-weekly, **1,837**.

Milwaukee. *The Evening Wisconsin*, daily. Average daily circulation for 1912, **45,664**. *The Evening Wisconsin* is the State's favorite home newspaper. Chas. H. Eddy, Foreign Rep., 5024 Metropolitan Bldg., New York; 723 Old South Bldg., Boston; 1054 Peoples' Gas Bldg., Chicago.

Racine (Wis.) *Journal-News*. March, 1913, Average circulation, **7,023**.

ONTARIO, CAN.

Fort William, farthest West city in Ontario. *Times Journal*, daily average, 1912, **4,132**.

QUEBEC, CAN.

Montreal. *La Patrie*. Ave. year 1912, **48,237** daily. Highest quality circulation.

SASKATCHEWAN, CANADA

Regina. *The Leader*. Average, 1st 3 mos. '13, **12,208**. Largest circulation in Saskatchewan.



THE *Boston Globe*, daily and Sunday, for the year 1911 printed a total of 498,600 paid want ads; a gain of 18,723 over 1910, and 340,586 more than were printed by any other Boston newspaper.



MINNESOTA

THE *Minneapolis Tribune*, Daily and Sunday, is the leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper in the Twin Cities. Printed in 1912 **110,179** more individual Want Advertisements than its nearest competitor. Rates: 1 Cent a word, cash with the order; or 10 Cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.



NEW YORK

THE Albany *Evening Journal*, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo *Evening News* is the best classified advertising medium in New York State outside of N.Y. City. Write for Classified Rates, sworn circulation statement, and rate card.

OHIO

THE Youngstown *Vindicator*—Leading Want Medium. 1c. per word. Largest circulation.

PENNSYLVANIA

THE Chester, Pa., *Times* carries from two to five times more Classified Ads than any other paper. Greatest circulation.

UTAH

THE Salt Lake *Tribune*—Get results—Want Ad Medium for Utah, Idaho and Nevada.

(◎◎) Gold Mark Papers (◎◎)

Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation. Among old chemists gold was symbolically represented by the sign ◎.—*Webster's Dictionary*.

Announcements under this classification, from publications having the Gold Marks, cost 35 cents per line per week. Two lines (the smallest advertisement accepted) cost \$36.40 for a full year, with 10 per cent discount, or \$32.76 if paid wholly in advance.

ALABAMA

The Mobile *Register* (◎◎). Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

The *Evening and Sunday Star*. Dy. av. 1912, 63,804 (◎◎). Delivered to nearly every home.

ILLINOIS

Bakers' Helper (◎◎), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

The *Inland Printer*, Chicago (◎◎). Actual average circulation for 1912-13, 17,266.

KENTUCKY

Louisville *Courier-Journal* (◎◎). Best paper in city; read by best people.

MASSACHUSETTS

Boston, *American Wool and Cotton Reporter*. Recognized organ of the cotton and woollen industries of America (◎◎).

Boston *Evening Transcript* (◎◎), established 1830. The only gold mark daily in Boston.

Worcester *L'Opinion Publique* (◎◎). Only French daily among 75,000 French population.

MINNESOTA

The Minneapolis *Journal* (◎◎). Only Gold Mark Paper in Minneapolis. The cleanest metropolitan advertising in America. Carries more advertising than any paper in the Northwest.

NEW YORK

Brooklyn *Eagle* (◎◎) is THE advertising medium of Brooklyn.

Dry Goods Economist (◎◎), the recognized authority of the Dry Goods and Department Store trade.

Hardware Dealers' Magazine (◎◎). Specimen copy mailed on request. 253 Broadway, N. Y.

New York *Herald* (◎◎). Whoever mentions America's leading newspapers mentions the New York *Herald* first.

The *Evening Post* (◎◎). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post."—Printers' Ink.

Scientific American (◎◎) has the largest circulation of any technical paper in the world.

The New York *Times* (◎◎) has a greater daily city sale than the combined city sales of five of the seven other New York morning newspapers.

New York *Tribune* (◎◎), daily and Sunday. Daily, now one cent—the best for the least.

PENNSYLVANIA

The *Press* (◎◎) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. 1912, sworn net average, Daily, 87,223. Sunday, 178,868.

THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburg field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburg.

RHODE ISLAND

Providence *Journal* (◎◎), only morning paper among 600,000 people. "The R. I. Bible."

TENNESSEE

The Memphis *Commercial-Appeal* (◎◎) is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The *Commercial-Appeal* passes both *quality* and *quantity* tests. Daily, over 52,000; Sunday, over 80,000; weekly, over 93,000.

WISCONSIN

The Milwaukee *Evening Wisconsin* (◎◎), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

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The Silver Jubilee Number
of
PRINTERS' INK

will be dated July 24th

Press date, first forms July 15

During the summer months national advertisers are making up their fall and winter schedules and this number presents a splendid opportunity for reaching them, if you have a service to sell them.

The editorial development of PRINTERS' INK during the last few years has caused a lot of favorable comment, and this has, to no little degree, affected its value as an advertising medium.

If you have a story to tell national advertisers, by all means use the *Twenty-Fifth Anniversary Number*.

	Double page spread . . .	\$120
<i>Rates:</i>	Single page	\$60
	Half page	\$30
	Quarter page	\$15

Remember: *First Forms Close July 15th.*

Vogue to the woman of wealth is what Sears-Roebuck's catalogue is to the farmer. Each is read, not for entertainment, but for practical advice on buying everything the reader can require.

Analyze any issue of Vogue and you will see that each page contains as positive a suggestion to buy as any page of any mail order catalogue. In this Vogue is unique.

And for this reason Vogue is as profitable to its advertisers as any catalogue can be to a mail order house.



Advertising Manager

443 Fourth Avenue, New York

The June volume of advertising statement on page 89 of this Printers' Ink would seem to prove Vogue's unique strength for advertisers.